

TAYLOE MURPHY INSTITUTE
Dynamics Building - 4th Floor
2015 Ivy Road
Charlottesville, Virginia 22903

Charles O. Meiburg
Director
Professor of Business Administration

Eleanor G. May
Research Director
Business Studies Center;
Professor of Business
Administration

William J. Serow
Research Director
Population Studies Center;
Associate Professor

Julia H. Martin
Research Associate;
Assistant Professor

Michael A. Spar
Research Associate;
Assistant Professor

David C. Hodge
Research Economist

Barry A. Jackson
Illustrator

John L. Knapp
Research Director
Economic Studies Center;
Associate Professor

Charlotte H. Scott
Research Associate;
University Professor of
Business Administration
and Commerce

Research Assistants:

John A. Alexander
Mary Lynn Dubler
Jeffrey T. Frederick
Margo E. Hauck
James M. Heilman
Andrew M. Meade
Alice-Lynn Ryssman
Mary E. Tompkins

The Tayloe Murphy Institute, which was privately funded by friends of W. Tayloe Murphy and by the Virginia business community, began functioning in 1967 as a research affiliate of the University of Virginia Graduate School of Business Administration. In 1972 the Institute merged with the Bureau of Population and Economic Research, which had evolved from state population and economic research programs in the 1940's. The Tayloe Murphy Institute conducts research of potential usefulness to business, government, or the public.



UNIVERSITY OF VIRGINIA
THE COLGATE DARDEN GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
Taylor Murphy Institute

RETAIL SALES IN VIRGINIA

1980

Eleanor G. May

May 1981

PREFACE

This publication, the ninth annual report on the subject of retail sales in Virginia issued by the Tayloe Murphy Institute, comprises data similar to that published in prior years. The data included here are: Tayloe Murphy Institute data for 1980, which have not been released previously; department and specialty store sales and total retail sales in Virginia for 1980, from the Virginia Department of Taxation; and selected relevant data from the United States Bureau of the Census.

Care should be taken in making comparisons among the several series, because of differing methods of collection and tabulation of the basic data, as well as definitional inconsistencies among the various sources. Detailed descriptions of these series and the differences among them are included in the Appendix, pages 53 to 55.

The Tayloe Murphy Institute data collection was patterned after a data collection service performed by the various Federal Reserve Banks for many years. The Banks gathered, collated, and disseminated weekly and monthly sales data from department stores in major cities and their suburbs, as part of their accumulation of economic indicators they found useful for appraising the condition of the economy. This Federal Reserve work was discontinued in the mid-60's, when it was deemed the quality of the samples was poor, and the Federal Reserve determined the cost to improve the quality was greater than the resulting data would be worth.

In early 1971, the Tayloe Murphy Institute initiated a retail sales figure exchange for the Richmond Standard Metropolitan Statistical Area (SMSA). Since then the Charlottesville area and the Roanoke, Norfolk-Virginia Beach-Portsmouth (Virginia part), Newport News-Hampton, Lynchburg, Petersburg-Colonial Heights-Hopewell, and Northern Virginia part of the Washington, D.C., SMSA's were added. The Tayloe Murphy Institute figure exchange was discontinued at the end of December 1980, for reasons not dissimilar to those given by the Federal Reserve.

This 1980 study, like the previous ones, was under the general supervision of Eleanor G. May, Research Director, Business Studies Center. Major aspects of the project this year, including the gathering, tabulation, and presentation of the Tayloe Murphy Institute data, as well as the summarization of the Virginia Department of Taxation and the United States Census data, were the responsibility of Mary E. Tompkins, Research Assistant of the Tayloe Murphy Institute. She was assisted by G. Blair Lorimer and Jeanne M. Hammer, students at The Colgate Darden Graduate School of Business Administration. Robert T. Benton and A. K. Missimer of the Research Division of the Virginia Department of Taxation were helpful in providing the special tabulations of taxable sales in a timely manner. Georgiana C. Shabanowitz typed the tables and the manuscript; Barry A. Jackson was responsible for the graphics.

We are grateful to the many individuals associated with the department and specialty stores in Virginia who supplied us with the information that went into the preparation of the Tayloe Murphy Institute data.

Charles O. Meiburg
Director
Tayloe Murphy Institute

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Commonwealth of Virginia

VIII



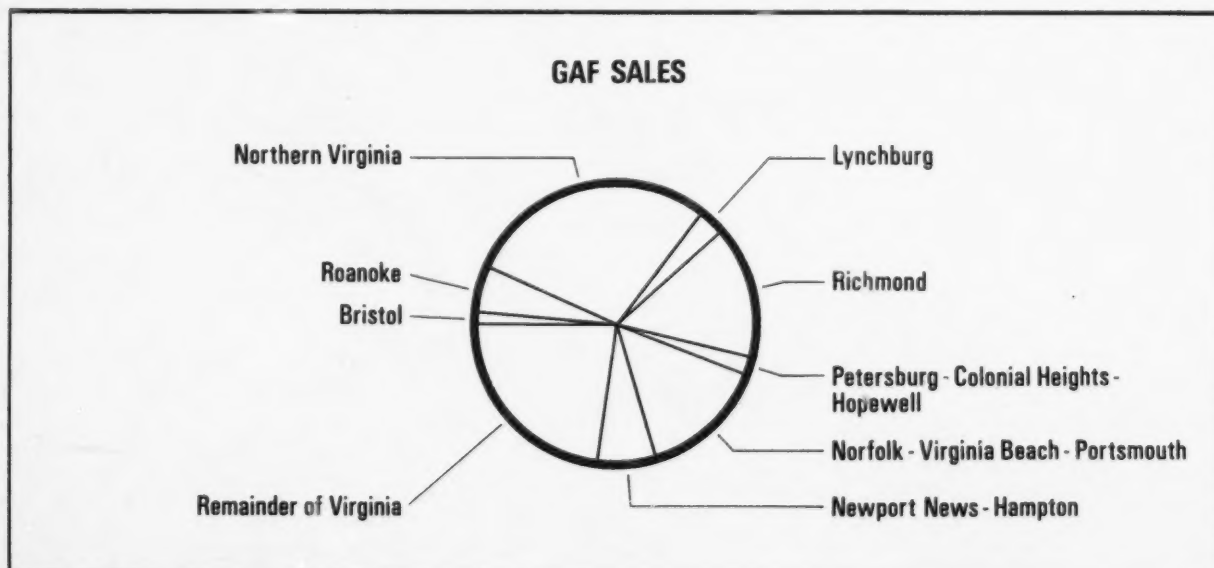
COMMONWEALTH OF VIRGINIA

Taxable Sales	\$19,273,173,000
GAF Sales	6,036,245,000
Population	5,346,000
Personal Income	\$50,294,200,000
Taxable Sales per Capita	\$3,600
GAF Sales per Capita	1,130
Personal Income per Capita	9,410

Taxable sales (including motels, hotels, and selected other services but excluding automobiles, gasoline, and alcoholic beverages) in Virginia in 1980 were \$19.3 billion, up 8.6% from \$17.8 billion in 1979. Total retail sales as reported by the U.S. Bureau of the Census were up 13.0%. The lower figure based on taxable sales presumably was the result of the increases in prices of energy-related items, some of which are not included in taxable sales in Virginia. The increase in total retail sales for the United States, however, was 13%, also measurably higher than for the state of Virginia.

GAF sales (general merchandise, apparel, and furniture and appliances, frequently referred to as department-store-type merchandise) in Virginia were measured by the Census Bureau to be 5.6% ahead in 1980 over 1979, a figure almost identical to the 5.5% for the total United States. GAF sales, as reported by the Virginia Department of Taxation, were ahead 9.2%.

Sales increases reflecting equal or better performance for Virginia retailers as compared with the total United States have been observed nearly every year since 1972 when the Tayloe Murphy Institute analysis was instituted. Thus this 1980



performance in Virginia as compared with the total United States is a definite contrast to what should be expected based on the data for prior years.

Of the eight Virginia Standard Metropolitan Statistical Areas (SMSA), the Northern Virginia part of the Washington DC-MD-VA SMSA had by far the largest taxable sales again in 1980, \$4,651,000,000, 24.1% of the total State up from 23.5% in 1979. The next largest SMSA's, when measured by taxable sales, were Richmond, with 15.2% or \$2,927,000,000 and Norfolk-Virginia Beach-Portsmouth, with 14.2% or \$2,736,000,000. (Both of these SMSA's held the same proportion of state sales in 1980 as in 1979.) The Newport News-Hampton SMSA followed, with 7.0% in 1980, up from 6.8% in 1979, or \$1,346,000,000; other area results were the Roanoke SMSA, at 5.6% or \$1,070,000,000, the Lynchburg SMSA, at 3.0% or \$574,000,000, the Petersburg-Colonial Heights-Hopewell SMSA, at 2.1% or \$401,000,000, and the Bristol SMSA (Virginia part), at 1.5% or \$280,000,000.

Total State taxable sales increased 143% from 1971 to 1980, to \$19,173,000,000. The Counties with the largest increases over the nine years were Chesterfield with 716%, James City with 618%, Spotsylvania with 553%, Hanover with 466%, Albemarle with 457%, and Bath with 419%. The largest city increases were Virginia Beach with 341% and Chesapeake with 318%.

GAF sales in the State increased 123% between 1971 and 1980. Chesterfield County had the largest increase by far, 2,200%, followed by Albemarle County with an increase of 1,255%, and next Spotsylvania County at 642%. These abnormal increases were the result of openings of major shopping malls, Fashion Square Mall in Albemarle County and Spotsylvania Mall in Spotsylvania County both in 1980 as well as several malls in earlier years in Chesterfield County. There were twelve Counties, however, whose 1980 sales did not even equal those recorded in 1971: Bland, Buckingham, Caroline, Charles City, Cumberland, Fluvanna, Grayson, Greene, Madison, Prince George, Surry, and Sussex.

Taxable sales per capita for the total State was \$3,600 in 1980 up 115% since 1971. The Richmond Regional Planning District (PD 15) reported the highest taxable sales per capita, \$4,630, followed by the Fifth (Roanoke) at \$4,580, and Northern Virginia (PD 8) at \$4,210. The lowest taxable sales per capita was found in the Piedmont Planning District (PD 14), \$2,110.

GAF sales per capita for the total State was \$1,130 in 1980. The Northern Virginia Planning District (PD 8) had the highest GAF sales per capita, \$1,560, with the Richmond Regional Planning District (PD 15) at \$1,470, and the Fifth Planning District (Roanoke) at \$1,420.

COMMONWEALTH OF VIRGINIA

Retail Sales Changes - 1980/1979

Source of Figures:	Virginia Department of Taxation		United States Census		Taylor Murphy Institute
Coverage of Figures:	Taxable Sales	GAF ¹ Stores	GAF ¹ Stores	Total Retail	Selected GAF ¹ Stores
January	*	NA	+28.1%	+20.8%	+ 5.0%
February	*	NA	+27.2	+27.7	+10.1
March	*	NA	- 1.2	+ 9.3	- 4.2
1st Quarter	+ 9.4%	+11.9%	+16.2	+18.6	+ 2.3
April	*	NA	0.0	+11.6	- 4.0
May	*	NA	+ 0.3	+11.8	+ 2.9
June	*	NA	- 6.6	+ 9.1	+ 1.4
2nd Quarter	+ 4.7	+ 4.9	- 2.2	+10.8	0.0
July	*	NA	+ 3.8	+17.0	- 0.6
August	*	NA	+ 1.3	+ 9.9	+ 1.5
September	*	NA	- 0.3	+ 9.5	+ 1.4
3rd Quarter	+10.7	+ 9.9	+ 1.5	+12.0	+ 0.9
October	*	NA	+ 7.3	+13.1	+ 9.4
November	*	NA	+ 5.3	+ 7.1	+ 2.8
December	*	NA	+10.6	+14.0	+ 9.1
4th Quarter	+ 9.6	+10.2	+ 8.1	+11.5	+ 7.5
Year	+ 8.6	+ 9.2	+ 5.6	+13.0	+ 3.2

¹GAF = General merchandise, apparel, and furniture and appliances.

*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.

NA = Not available.

PLANNING DISTRICT 1 - LENOWISCO
(Norton city and Lee, Scott, and Wise Counties)

Taxable Sales	\$259,589,000
GAF Sales	56,523,000
Population	99,600
Personal Income	\$737,200,000
Share of Virginia:	
Taxable Sales	1.3%
GAF Sales	0.9
Population	1.9
Personal Income	1.5
Taxable Sales per Capita	\$2,610
GAF Sales per Capita	570
Personal Income per Capita	7,400

Planning District 1's share of Virginia GAF sales (0.9%) was below the District's share of Virginia taxable sales (1.3%) and of Virginia personal income (1.5%) and significantly below its share of Virginia population (1.9%). The Planning District's taxable sales per capita (\$2,610) and GAF sales per capita (\$570) were measurably below the comparable data for the State as a whole (\$3,600 and \$1,130). These data indicate that residents of the Lenowisco Planning District typically spent less for GAF-type merchandise and on other taxable items

than did the average residents in many other areas of the State. These lower-than-average spending patterns presumably resulted from the lower per capita personal income in Planning District 1, \$7,400 compared with \$9,410 statewide, and the typical residents of the Lenowisco Planning District had less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 2 - CUMBERLAND PLATEAU
(Buchanan, Dickenson, Russell, and Tazewell Counties)

Taxable Sales	\$366,705,000
GAF Sales	94,752,000
Population	140,100
Personal Income	\$1,007,500,000
Share of Virginia:	
Taxable Sales	1.9%
GAF Sales	1.6
Population	2.6
Personal Income	2.0
Taxable Sales per Capita	\$2,620
GAF Sales per Capita	680
Personal Income per Capita	7,190

Planning District 2's share of Virginia GAF sales (1.6%) was below the District's share of Virginia taxable sales (1.9%) and of Virginia personal income (2.0%) and significantly below its share of Virginia population (2.6%). The Planning District's taxable sales per capita (\$2,620) and GAF sales per capita (\$680) were measurably below the comparable data for the State as a whole (\$3,600 and \$1,130). These data indicate that residents of the Cumberland Plateau Planning District typically spent less for GAF-type merchandise than did the average

residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 2, \$7,190 compared with \$9,410 statewide, and the residents of the Cumberland Plateau Planning District had less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 3 - MOUNT ROGERS

(Bristol and Galax cities and Bland, Carroll, Grayson, Smyth,
Washington, and Wythe Counties)

Taxable Sales	\$516,963,000
GAF Sales	149,449,000
Population	181,100
Personal Income	\$1,198,500,000

Share of Virginia:

Taxable Sales	2.7%
GAF Sales	2.5
Population	3.4
Personal Income	2.4

Taxable Sales per Capita	\$2,850
GAF Sales per Capita	830
Personal Income per Capita	6,620

Planning District 3's shares of Virginia GAF sales (2.5%), of Virginia taxable sales (2.7%), and of Virginia personal income (2.4%) were below the District's share of Virginia population (3.4%). The Planning District's taxable sales per capita (\$2,850) and GAF sales per capita (\$830) were measurably below the comparable data for the State as a whole (\$3,600 and \$1,130). These data indicate that residents of the Mount Rogers Planning District typically spent less for GAF-type merchandise and on other taxable items than did the average residents in

many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 3, \$6,620 compared with \$9,410 statewide, and the residents of Mount Rogers Planning District had less expensive life styles than existed in many other areas of the State.

BRISTOL STANDARD METROPOLITAN STATISTICAL AREA (Virginia part)
(Bristol city and Scott and Washington Counties)

Taxable Sales	\$279,599,000
GAF Sales	82,615,000
Population	90,600
Personal Income	\$624,400,000

Share of Virginia:

Taxable Sales	1.5%
GAF Sales	1.4
Population	1.7
Personal Income	1.2

Taxable Sales per Capita	\$3,090
GAF Sales per Capita	910
Personal Income per Capita	6,890

The Bristol Standard Metropolitan Statistical Area's (Virginia part) GAF sales per capita (\$910) and total taxable sales per capita (\$3,090) were slightly higher than were the comparable data for Planning District 3 (\$830 and \$2,850), the Planning District in which Bristol is located, but were still measurably below the State data (\$1,130 and \$3,600). (The Virginia part of the Bristol Standard Metropolitan Statistical Area comprises slightly over half the sales, population, and personal income of Planning District 3.) These data indi-

cate that residents of the Bristol Area typically spent less for GAF-type merchandise and on other taxable items than did the average residents in many other areas of the State; but the metropolitan area residents spent more than did the rural residents of the Mount Rogers Planning District.

PLANNING DISTRICT 4 - NEW RIVER VALLEY

(Radford city and Floyd, Giles, Montgomery, and Pulaski Counties)

Taxable Sales	\$371,889,000
GAF Sales	103,097,000
Population	141,300
Personal Income	\$911,600,000

Share of Virginia:

Taxable Sales	1.9%
GAF Sales	1.7
Population	2.6
Personal Income	1.8

Taxable Sales per Capita	\$2,630
GAF Sales per Capita	730
Personal Income per Capita	6,450

Planning District 4's shares of Virginia GAF sales (1.7%), total taxable sales (1.9%), and personal income (1.8%) were significantly below its share of Virginia population (2.6%). The Planning District's taxable sales per capita (\$2,630) and GAF sales per capita (\$730) were measurably below the comparable data for the State as a whole (\$3,600 and \$1,130). These data indicate that residents of the New River Valley Planning District typically spent less for GAF-type merchandise and on other taxable items than did the average residents in many other

areas of the State. These lower-than-average spending patterns presumably resulted from the lower per capita personal income in Planning District 4, \$6,450 compared with \$9,410 statewide, and the typical residents of the New River Valley Planning District had less expensive life styles than existed in many other areas of the State.

RADFORD AREA

(Radford city and Montgomery and Pulaski Counties)

Taxable Sales	\$309,486,000
GAF Sales	91,933,000
Population	112,000
Personal Income	\$716,300,000

Share of Virginia:

Taxable Sales	1.6%
GAF Sales	1.5
Population	2.1
Personal Income	1.4

Taxable Sales per Capita	\$2,760
GAF Sales per Capita	820
Personal Income per Capita	6,400

The Radford area GAF sales per capita (\$820) and total taxable sales per capita (\$2,760) were higher than were the comparable data for Planning District 4 (\$730 and \$2,630), the Planning District in which Radford is located, but were still measurably below the comparable State data (\$1,130 and \$3,600). (The Radford area comprises over three-quarters of the sales, population, and income of Planning District 4.) These data indicate that the residents of the Radford area typically spent less for GAF-type merchandise and on other taxable

items than did the average residents in many other areas of the State; but the Radford area residents spent more than did the residents of the more rural areas of the New River Valley Planning District.

PLANNING DISTRICT 5 - FIFTH

(Clifton Forge, Covington, Roanoke, and Salem cities
and Alleghany, Botetourt, Craig, and Roanoke Counties)

Taxable Sales	\$1,158,643,000
GAF Sales	358,460,000
Population	253,000
Personal Income	\$2,304,000,000

Share of Virginia:

Taxable Sales	6.0%
GAF Sales	5.9
Population	4.7
Personal Income	4.6

Taxable Sales per Capita	\$4,580
GAF Sales per Capita	1,420
Personal Income per Capita	9,110

Planning District 5's shares of Virginia taxable sales (6.0%) and of Virginia GAF sales (5.9%) were significantly higher than were the District's shares of Virginia population (4.7%) and of Virginia personal income (4.6%). Also the Planning District's taxable sales per capita (\$4,580) and GAF sales per capita (\$1,420) were measurably above the comparable data for the State as a whole (\$3,600 and \$1,130), while the District's personal income per capita was somewhat below that for the State as a whole (\$9,110 and \$9,410). These data indicate that

the Fifth Planning District probably attracts some sales dollars from residents of areas outside of District 5 and/or the residents of the Fifth Planning District have a more expensive life style than would normally be predicted based on the personal income data.

ROANOKE STANDARD METROPOLITAN STATISTICAL AREA

(Roanoke and Salem cities and Botetourt, Craig, and Roanoke Counties)

Taxable Sales	\$1,069,950,000
GAF Sales	334,053,000
Population	224,500
Personal Income	\$2,072,200,000

Share of Virginia:

Taxable Sales	5.6%
GAF Sales	5.5
Population	4.2
Personal Income	4.1

Taxable Sales per Capita	\$4,770
GAF Sales per Capita	1,490
Personal Income per Capita	9,230

The Roanoke Standard Metropolitan Statistical Area's share of GAF sales (5.5%) and other taxable sales (5.6%) had the same relationship to the data for the State as a whole as did the figures for total Planning District 5 in 1980, as in prior years. (The Roanoke Standard Metropolitan Statistical Area comprised about 90% of the sales, population, and income of Planning District 5.) GAF sales per capita, taxable sales per capita, and income per capita were narrowly higher in the Roanoke Standard Metropolitan Statistical Area (\$4,770, \$1,490, and \$9,230)

than in the total Fifth Planning District (\$4,580, \$1,420, and \$9,110). Both total retail and GAF sales (based on taxable sales) for the Roanoke Standard Metropolitan Statistical Area showed a poorer picture, when 1980 was compared with 1979, than did the State as a whole for the same time comparison.

ROANOKE STANDARD METROPOLITAN STATISTICAL AREA
(Roanoke and Salem cities and Botetourt, Craig, and Roanoke Counties)

Retail Sales Changes - 1980/1979

Source of Figures:	Virginia Department of Taxation		United States Census	Tayloe Murphy Institute
Coverage of Figures:	Taxable Sales	GAF ¹ Stores	Depart- ment Stores	Selected GAF ¹ Stores
January	*	NA	+ 3.1%	+ 6.3%
February	*	NA	+10.6	- 0.5
March	*	NA	- 1.2	- 6.2
1st Quarter	+ 3.7%	+ 3.5%	+ 3.4	- 1.2
April	*	NA	+ 5.7	- 1.1
May	*	NA	+ 3.9	- 7.5
June	*	NA	- 3.9	- 5.8
2nd Quarter	+ 1.6	+ 4.4	+ 1.9	- 4.9
July	*	NA	- 1.1	- 8.2
August	*	NA	+ 3.5	- 1.5
September	*	NA	- 1.6	- 6.4
3rd Quarter	+ 3.0	+ 7.5	+ 0.3	- 5.4
October	*	NA	+ 7.1	+ 6.9
November	*	NA	- 2.4	- 9.1
December	*	NA	+ 4.6	+ 0.3
4th Quarter	+11.4	+ 6.4	+ 2.9	- 1.2
Year	+ 5.0	+ 5.5	+ 2.1	- 3.0

¹ GAF = General merchandise, apparel, and furniture and appliances.

*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.

NA = Not available.

PLANNING DISTRICT 6 - CENTRAL SHENANDOAH
 (Buena Vista, Harrisonburg, Lexington, Staunton, and Waynesboro cities
 and Augusta, Bath, Highland, Rockbridge, and Rockingham Counties)

Taxable Sales	\$731,310,000
GAF Sales	190,287,000
Population	208,300
Personal Income	\$1,650,200,000

Share of Virginia:

Taxable Sales	3.8%
GAF Sales	3.2
Population	3.9
Personal Income	3.3

Taxable Sales per Capita	\$3,510
GAF Sales per Capita	910
Personal Income per Capita	7,920

Planning District 6's shares of Virginia GAF sales (3.2%) and of Virginia personal income (3.3%) were significantly below the District's shares of Virginia taxable sales (3.8%) and of Virginia population (3.9%). The Planning District's GAF sales per capita (\$910) and personal income per capita (\$7,920) were measurably below the comparable figures for the State as a whole (\$1,130 and \$9,410). Taxable sales per capita in Planning District 6, \$3,510, was only narrowly surpassed by that observed on average across the State, \$3,600. The higher rela-

tive taxable sales per capita may be the result of the numerous recreational and tourist attractions located in the Central Shenandoah Planning District (motel, hotel, and restaurant incomes are included in taxable sales, but not in GAF sales).

STAUNTON-WAYNESBORO AREA

(Staunton and Waynesboro cities and Augusta County)

Taxable Sales	\$306,815,000
GAF Sales	87,616,000
Population	90,900
Personal Income	\$776,600,000
Share of Virginia:	
Taxable Sales	1.6%
GAF Sales	1.5
Population	1.7
Personal Income	1.5
Taxable Sales per Capita	\$3,380
GAF Sales per Capita	960
Personal Income per Capita	8,540

The Staunton-Waynesboro area had higher personal income per capita (\$8,540) than was observed in general in Planning District 6 (\$7,920). (The Staunton-Waynesboro area comprises less than half the sales, population, and income of Planning District 6.) But the average personal income per capita (\$8,540) in the Staunton-Waynesboro area was lower than was typical across the State (\$9,410). With lower taxable sales per capita in the Staunton-Waynesboro area (\$3,380) than was recorded for the Central Shenandoah Planning District (\$3,510) or across

the State (\$3,600), it appears that residents of the Staunton-Waynesboro area may have done some shopping for taxable items outside the Staunton-Waynesboro area.

HARRISONBURG AREA

(Harrisonburg city and Rockingham County)

Taxable Sales	\$292,432,000
GAF Sales	82,032,000
Population	76,700
Personal Income	\$571,000,000
Share of Virginia:	
Taxable Sales	1.5%
GAF Sales	1.4
Population	1.4
Personal Income	1.1
Taxable Sales per Capita	\$3,810
GAF Sales per Capita	1,070
Personal Income per Capita	7,440

The Harrisonburg area per capita sales data both for total taxable sales and for GAF sales (\$3,810 and \$1,070) were higher than were the comparable average figures for the total of Planning District 6 (\$3,510 and \$910) and for the State as a whole (\$3,600 and \$1,130). (The Harrisonburg area comprises about one-third the sales, population, and income of Planning District 6.) There was a remarkable lack of variation among the figures for shares of Virginia taxable sales (1.5%), of Virginia GAF sales (1.4%), and of Virginia population (1.4%) recorded

for the Harrisonburg area, while share of Virginia personal income (1.1%) was lower.

PLANNING DISTRICT 7 - LORD FAIRFAX

(Winchester city and Clarke, Frederick, Page, Shenandoah, and Warren Counties)

Taxable Sales	\$458,321,000
GAF Sales	123,636,000
Population	132,500
Personal Income	\$1,048,600,000
Share of Virginia:	
Taxable Sales	2.4%
GAF Sales	2.0
Population	2.5
Personal Income	2.1
Taxable Sales per Capita	\$3,460
GAF Sales per Capita	930
Personal Income per Capita	7,910

Planning District 7's shares of Virginia GAF sales (2.0%) and of Virginia personal income (2.1%) were somewhat lower than were the District's shares of Virginia taxable sales (2.4%) and of Virginia population (2.5%). The Planning District's taxable sales per capita (\$3,460) and GAF sales per capita (\$930) were below the comparable figures for the State as a whole (\$3,600 and \$1,130). The District's personal income per capita (\$7,910) was lower than the comparable figure statewide (\$9,410). The taxable sales per capita for the Lord

Fairfax Planning District (\$3,460) was closer to the comparable State figure (\$3,600), relatively, which may be the result of the number of tourist and recreational attractions located in the Lord Fairfax Planning District (motel, hotel, and restaurant incomes are included in taxable sales, but not in GAF sales). The lower-than-average spending pattern for GAF merchandise presumably resulted from the lower per capita personal income in the District and the residents of the Lord Fairfax Planning District had less expensive life styles than were found in many other areas of the State.

WINCHESTER AREA
(Winchester city and Frederick County)

Taxable Sales	\$242,896,000
GAF Sales	77,379,000
Population	54,400
Personal Income	\$467,000,000
Share of Virginia:	
Taxable Sales	1.3%
GAF Sales	1.3
Population	1.0
Personal Income	0.9
Taxable Sales per Capita	\$4,470
GAF Sales per Capita	1,420
Personal Income per Capita	8,580

The Winchester area taxable sales per capita (\$4,470) and GAF Sales per capita (\$1,420) were significantly higher than those for Planning District 7 (the Winchester area comprises roughly half the sales, population, and income of Planning District 7) and than those for the State as a whole (\$3,600 and \$1,130). The personal income per capita observed in the Winchester area (\$8,580) was above that for the Lord Fairfax Planning District (\$7,910), but below that for the total State (\$9,410). These data indicate that the Winchester area

probably attracted residents from other areas of the State, as well as from the more rural areas of the Lord Fairfax Planning District, to purchase GAF-type and other taxable items of merchandise in the Winchester area.

PLANNING DISTRICT 8 - NORTHERN VIRGINIA

(Alexandria, Fairfax, Falls Church, Manassas, Manassas Park cities and Arlington, Fairfax, Loudoun, and Prince William Counties)

Taxable Sales	\$4,651,161,000
GAF Sales	1,722,150,000
Population	1,105,700
Personal Income	\$14,526,400,000

Share of Virginia:

Taxable Sales	24.1%
GAF Sales	28.5
Population	20.7
Personal Income	28.9

Taxable Sales per Capita	\$4,210
GAF Sales per Capita	1,560
Personal Income per Capita	13,140

Planning District 8's shares of Virginia GAF sales (28.5%) and of Virginia personal income (28.9%) were significantly higher than the District's share of State population (20.7%); Planning District 8's share of Virginia taxable sales (24.1%) also was higher than its share of Virginia population. The Planning District's GAF sales per capita (\$1,560) and taxable sales per capita (\$4,210) were measurably above the comparable data for the State as a whole (\$1,130 and (\$3,600). These data suggest that the Northern Virginia Planning Dis-

trict residents spent more per capita on both GAF-type merchandise and on other taxable items than did other State residents on average, and/or the Northern Virginia Planning District attracts shoppers from other Planning Districts to shop in Northern Virginia. This higher-than-average spending pattern presumably resulted from the higher per capita income in Planning District 8, \$13,140, compared with \$9,410.

Both total retail and GAF sales (based on taxable sales) in the Northern Virginia Standard Metropolitan Statistical Area showed better improvement between 1979 and 1980 than did the State as a whole (+11.5% versus +8.6% and +14.1% versus +9.2%). (Planning District 8 is, by definition, the same as the Northern Virginia part of the Washington Standard Metropolitan Statistical Area.)

PLANNING DISTRICT 9 - RAPPAHANNOCK-RAPIDAN

(Culpeper, Fauquier, Madison, Orange, and Rappahannock Counties)

Taxable Sales	\$251,921,000
GAF Sales	56,123,000
Population	92,700
Personal Income	\$732,900,000

Share of Virginia:

Taxable Sales	1.3%
GAF Sales	0.9
Population	1.7
Personal Income	1.5

Taxable Sales per Capita	\$2,720
GAF Sales per Capita	610
Personal Income per Capita	7,910

Planning District 9's share of Virginia GAF sales (0.9%) was below the District's shares of Virginia taxable sales (1.3%), of Virginia personal income (1.5%), and of Virginia population (1.7%). The Planning District's GAF sales per capita (\$610) and taxable sales per capita (\$2,720) were measurably below the comparable figures for the State as a whole (\$1,130 and \$3,600). These data indicate that residents of the Rappahannock-Rapidan Planning District may have outshopped, especially for GAF-type merchandise, and also the residents of this District

typically spent less for GAF-type merchandise than did the average residents in many other areas of the State.

NORTHERN VIRGINIA STANDARD METROPOLITAN STATISTICAL AREA
(Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities
and Arlington, Fairfax, Loudoun, and Prince William Counties;
excludes Maryland and District of Columbia parts of the Washington SMSA)

Retail Sales Changes - 1980/1979

Source of Figures:	Virginia Department of Taxation		United States Census ¹			Tayloe Murphy Institute
Coverage of Figures:	GAF ² Stores	Taxable Sales	Depart- ment Stores	GAF ² Stores	Total Retail	Selected GAF ² Stores
January	NA	*	+ 6.7%	+ 9.5%	+17.3%	+ 5.3%
February	NA	*	+18.8	+23.8	+28.3	+ 8.0
March	NA	*	+ 1.3	+ 3.2	+ 6.6	+ 1.9
1st Quarter	+16.4%	+14.5%	+ 8.0	+11.2	+16.5	+ 5.1
April	NA	*	+ 2.3	+ 5.2	+ 5.3	-10.8
May	NA	*	+ 6.8	+ 2.8	+ 9.5	+ 7.4
June	NA	*	+ 1.1	- 2.6	+11.0	+10.7
2nd Quarter	+ 6.8	+ 3.6	+ 3.5	+ 1.8	+ 8.5	+ 2.2
July	NA	*	+ 2.9	+ 1.4	+20.6	+ 2.8
August	NA	*	+ 6.8	+ 3.8	+10.6	+ 6.7
September	NA	*	- 0.6	+ 4.6	+ 9.0	+ 6.0
3rd Quarter	+17.8	+14.5	+ 3.0	+ 3.4	+13.2	+ 5.4
October	NA	*	+ 9.0	+19.9	+14.9	+18.9
November	NA	*	+ 5.0	+10.8	+ 9.9	+ 2.0
December	NA	*	+ 5.8	+13.9	+10.2	+42.0
4th Quarter	+15.3	+13.9	+ 6.4	+14.6	+11.5	+21.5
Year	+14.1	+11.5	+ 5.2	+ 8.1	+12.3	+10.1

¹ Census data are for the total Washington Metropolitan Area, including the District of Columbia and the Maryland parts, as well as the Northern Virginia area.

² GAF = General merchandise, apparel, and furniture and appliances.

*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.

NA = Not available.

PLANNING DISTRICT 10 - THOMAS JEFFERSON

(Charlottesville city

and Albemarle, Fluvanna, Greene, Louisa, and Nelson Counties)

Taxable Sales	\$496,091,000
GAF Sales	160,292,000
Population	143,600
Personal Income	\$1,106,200,000

Share of Virginia:

Taxable Sales	2.6%
GAF Sales	2.7
Population	2.7
Personal Income	2.2

Taxable Sales per Capita	\$3,450
GAF Sales per Capita	1,110
Personal Income per Capita	7,700

Planning District 10's shares of Virginia taxable sales (2.6%), of Virginia GAF sales (2.7%), and of Virginia population (2.7%) were higher than the District's share of Virginia personal income (2.2%). The Planning District's taxable sales per capita (\$3,450) and GAF sales per capita (\$1,110) were narrowly lower than were the comparable data for the State as a whole (\$3,600 and \$1,130), while the District's personal income per capita (\$7,700) was lower than that for the total State (\$9,410). These data would indicate that the Thomas

Jefferson Planning District attracted some residents of other Planning Districts to purchase taxable items in Planning District 10 or the residents of the Thomas Jefferson Planning District spent a higher proportion of their income on taxable items than was typical in many other areas of the State; therefore, living in the Thomas Jefferson Planning District was more expensive.

CHARLOTTESVILLE AREA

(Charlottesville city and Albemarle County)

Taxable Sales	\$426,027,000
GAF Sales	148,142,000
Population	95,700
Personal Income	\$795,900,000

Share of Virginia:

Taxable Sales	2.2%
GAF Sales	2.5
Population	1.8
Personal Income	1.6

Taxable Sales per Capita	\$4,450
GAF Sales per Capita	1,550
Personal Income per Capita	8,320

The Charlottesville area recorded significantly higher GAF sales per capita (\$1,550) and taxable sales per capita (\$4,450) than were the corresponding figures for Planning District 10 (\$1,110 and \$3,450). (The Charlottesville area includes over 85% of the District's sales, but only about two-thirds of the District's population and income.) These data indicate that the Charlottesville area probably attracted some residents of the other Counties in the Thomas Jefferson Planning District, as well as residents of other Planning Districts, to purchase taxable items in Charlottesville or Albemarle County. Both total retail and GAF sales (based on taxable sales) in the Charlottesville area showed measurably better increases between 1979 and 1980 than were recorded for the State as a whole.

CHARLOTTESVILLE AREA
(Charlottesville city and Albemarle County)

Retail Sales Changes - 1980/1979

Source of Figures:	Virginia Department of Taxation	Taylor Murphy Institute	
Coverage of Figures:	Taxable Sales	GAF ¹ Stores	Selected GAF ¹ Stores
January	*	NA	+ 7.8%
February	*	NA	+ 5.3
March	*	NA	+ 6.7
1st Quarter	+12.6%	*	+ 6.6
April	*	NA	+20.7
May	*	NA	+13.3
June	*	NA	+12.9
2nd Quarter	+ 9.5	*	+15.5
July	*	NA	+ 3.1
August	*	NA	+10.4
September	*	NA	+ 9.8
3rd Quarter	+13.9	*	+ 7.9
October	*	NA	+15.1
November	*	NA	- 2.7
December	*	NA	+ 5.0
4th Quarter	+12.6	*	+ 5.2
Year	+12.1	+13.5%	+ 8.6

¹ GAF = General merchandise, apparel, and furniture and appliances.

*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.

NA = Not available.

PLANNING DISTRICT 11 - CENTRAL VIRGINIA
 (Bedford and Lynchburg cities
 and Amherst, Appomattox, Bedford, and Campbell Counties)

Taxable Sales	\$646,314,000
GAF Sales	193,052,000
Population	194,200
Personal Income	\$1,619,000,000

Share of Virginia:	
Taxable Sales	3.4%
GAF Sales	3.2
Population	3.6
Personal Income	3.2

Taxable Sales per Capita	\$3,330
GAF Sales per Capita	990
Personal Income per Capita	8,340

Planning District 11's shares of Virginia GAF sales (3.2%) and of Virginia personal income (3.2%) were lower than the District's shares of Virginia taxable sales (3.4%) and of Virginia population (3.6%). The Planning District's taxable sales per capita (\$3,330) and GAF sales per capita (\$990) were somewhat below the comparable data for the State as a whole (\$3,600 and \$1,130). These data indicate that residents of the Central Virginia Planning District typically spent less for GAF-type merchandise and for other taxable items than did

the average residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 11, \$8,340 compared with \$9,410 statewide, and/or the residents of the Central Virginia Planning District had less expensive life styles than existed in many other areas of the State.

LYNCHBURG STANDARD METROPOLITAN STATISTICAL AREA
 (Lynchburg city and Amherst, Appomattox, and Campbell Counties)

Taxable Sales	\$573,959,000
GAF Sales	178,738,000
Population	153,300
Personal Income	\$1,302,500,000

Share of Virginia:	
Taxable Sales	3.0%
GAF Sales	3.0
Population	2.9
Personal Income	2.6

Taxable Sales per Capita	\$3,740
GAF Sales per Capita	1,170
Personal Income per Capita	8,500

The Lynchburg Standard Metropolitan Statistical Area recorded a large proportion of Planning District 11's sales - 93% of the GAF sales and 89% of the total taxable sales - even though the proportion of population and of personal income was somewhat lower - 80%. As a result the Lynchburg Standard Metropolitan Statistical Area taxable sales per capita (\$3,740) was higher than the corresponding statewide figures (\$3,600) and Planning District 11's figure (\$3,330); GAF sales per capita for the Lynchburg Standard Metropolitan Statistical Area (\$1,170) was essen-

tially the same as that for the State as a whole (\$1,130), but higher than for Planning District 11 (\$990). Both total sales and GAF sales (based on taxable sales) for the Lynchburg Standard Metropolitan Statistical Area showed less improvement between 1979 and 1980 (+4.8% and +8.5%) than was recorded for the State as a whole (+8.6% and +9.2%).

LYNCHBURG STANDARD METROPOLITAN STATISTICAL AREA
(Lynchburg city and Amherst, Appomattox, and Campbell Counties)

Retail Sales Changes - 1980/1979

Source of Figures:	Virginia Department of Taxation		United States Census	Taylor Murphy Institute
Coverage of Figures:	Taxable Sales	GAF ¹ Stores	Depart- ment Stores	Selected GAF ¹ Stores
January	*	NA	+ 8.3%	+ 2.9%
February	*	NA	+ 9.6	+ 6.2
March	*	NA	+ 4.9	- 9.4
1st Quarter	+ 2.7%	- 0.9%	+ 7.2	- 1.5
April	*	NA	+ 4.0	- 3.0
May	*	NA	+ 3.6	+ 0.2
June	*	NA	- 1.6	- 0.4
2nd Quarter	+ 4.4	+ 1.9	+ 2.0	- 1.0
July	*	NA	+ 4.9	- 2.4
August	*	NA	+20.2	- 2.4
September	*	NA	+ 6.2	+ 0.3
3rd Quarter	+ 1.4	+16.2	+10.7	- 1.3
October	*	NA	+20.7	+32.6
November	*	NA	+ 9.0	+13.9
December	*	NA	+13.0	+16.2
4th Quarter	+ 9.8	+14.2	+13.5	+19.0
Year	+ 4.8	+ 8.5	+ 9.1	+ 5.7

¹ GAF = General merchandise, apparel, and furniture and appliances.

*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.

NA = Not available.

PLANNING DISTRICT 12 - WEST PIEDMONT
(Danville and Martinsville cities
and Franklin, Henry, Patrick, and Pittsylvania Counties)

Taxable Sales	\$655,687,000
GAF Sales	184,498,000
Population	240,900
Personal Income	\$1,814,800,000

Share of Virginia:

Taxable Sales	3.4%
GAF Sales	3.1
Population	4.5
Personal Income	3.6

Taxable Sales per Capita	\$2,720
GAF Sales per Capita	770
Personal Income per Capita	7,530

Planning District 12's share of Virginia GAF sales (3.1%) was below the District's shares of Virginia taxable sales (3.4%) and of Virginia personal income (3.6%), and significantly below its share of Virginia population (4.5%). The Planning District's GAF sales per capita (\$770) and taxable sales per capita (\$2,720) were measurably below the comparable figures for the State as a whole (\$1,130 and \$3,600). These data indicate that residents of the West Piedmont Planning District typically spent less for GAF-type merchandise and on other tax-

able items than did the average residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 12, \$7,530 compared with \$9,410 statewide, and the residents of the West Piedmont Planning District had less expensive life styles than existed in many other areas of the State.

MARTINSVILLE AREA
(Martinsville city and Henry County)

Taxable Sales	\$247,837,000
GAF Sales	67,101,000
Population	75,800
Personal Income	\$627,300,000

Share of Virginia:

Taxable Sales	1.3%
GAF Sales	1.1
Population	1.4
Personal Income	1.2

Taxable Sales per Capita	\$3,270
GAF Sales per Capita	890
Personal Income per Capita	8,280

The Martinsville area taxable sales per capita (\$3,270), GAF sales per capita (\$890), and personal income per capita (\$8,280) were all higher than were the corresponding figures for Planning District 12, (\$2,720, \$770, and \$7,530) but were lower than the data for the State as a whole (\$3,600, \$1,130, and \$9,410). (The Martinsville area comprises about one-third the sales, population, and income of Planning District 12.) These data indicate that the residents of the Martinsville area typically spent less for GAF-type merchandise and on other taxable items that did the average residents in many other areas of the State; but the Martinsville area residents spent more than did the residents of other areas of the West Piedmont Planning District.

DANVILLE AREA
(Danville city and Pittsylvania County)

Taxable Sales	\$320,627,000
GAF Sales	97,554,000
Population	111,800
Personal Income	\$835,600,000

Share of Virginia:

Taxable Sales	1.7%
GAF Sales	1.6
Population	2.1
Personal Income	1.7

Taxable Sales per Capita	\$2,870
GAF Sales per Capita	870
Personal Income per Capita	7,470

The Danville area taxable sales per capita (\$2,870) and GAF sales per capita (\$870) were slightly higher than were the corresponding figures for Planning District 12 (\$2,720 and \$770), but were lower than the data for the state as a whole (\$3,600 and \$1,130). But Danville area personal income per capita (\$7,470) was narrowly lower than was the corresponding figure for Planning District 12 (\$7,530), and significantly lower than for the State as a whole (\$9,410). (The Danville area comprises about half the sales, population, and income of Planning

District 12.) These data indicate that the residents of the Danville area typically spent less for GAF-type merchandise and on other taxable items than did the average residents in many other areas of the State.

PLANNING DISTRICT 13 - SOUTHSIDE

(South Boston city and Brunswick, Halifax, and Mecklenburg Counties)

Taxable Sales	\$207,299,000
GAF Sales	50,939,000
Population	82,600
Personal Income	\$562,200,000

Share of Virginia:

Taxable Sales	1.1%
GAF Sales	0.8
Population	1.5
Personal Income	1.1

Taxable Sales per Capita	\$2,510
GAF Sales per Capita	620
Personal Income per Capita	6,810

Planning District 13's shares of Virginia taxable sales (1.1%), of Virginia GAF sales (0.8%), and of Virginia personal income (1.1%) were all significantly below its share of Virginia population (1.5%). The Planning District's taxable sales per capita (\$2,510) and GAF sales per capita (\$620) were measurably lower than the comparable figures for the State as a whole (\$3,600 and \$1,130). These data indicate that residents of the Southside Planning District typically spent less for GAF-type merchandise and on other taxable items than did the average

residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 13, \$6,810 compared with \$9,410 statewide, and/or the residents of the Southside Planning District had a less expensive life style than existed in many other areas of the State.

PLANNING DISTRICT 14 - PIEDMONT
(Amelia, Buckingham, Charlotte, Cumberland, Lunenburg,
Nottoway, and Prince Edward Counties)

Taxable Sales	\$176,293,000
GAF Sales	42,552,000
Population	83,500
Personal Income	\$558,800,000
Share of Virginia:	
Taxable Sales	0.9%
GAF Sales	0.7
Population	1.6
Personal Income	1.1
Taxable Sales per Capita	\$2,110
GAF Sales per Capita	510
Personal Income per Capita	6,690

Planning District 14's shares of Virginia GAF sales (0.7%) and of Virginia taxable sales (0.9%) were somewhat below the District's share of Virginia personal income (1.1%) and significantly lower than the District's share of Virginia population (1.6%). The Planning District's taxable sales per capita (\$2,110) and GAF sales per capita (\$510) were measurably lower than the comparable figures for the State as a whole (\$3,600 and \$1,130). These data indicate that residents of the Piedmont Planning District typically spent less for GAF-type

merchandise and on other taxable items than did the average residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 14, \$6,690 compared with \$9,410 statewide, and the residents of the Piedmont Planning District had less expensive life styles than existed in many areas of the State.

PLANNING DISTRICT 15 - RICHMOND REGIONAL
(Richmond city and Charles City, Chesterfield, Goochland,
Hanover, Henrico, New Kent, and Powhatan Counties)

Taxable Sales	\$2,927,109,000
GAF Sales	931,755,000
Population	632,000
Personal Income	\$6,789,900,000
Share of Virginia:	
Taxable Sales	15.2%
GAF Sales	15.4
Population	11.8
Personal Income	13.5
Taxable Sales per Capita	\$4,630
GAF Sales per Capita	1,470
Personal Income per Capita	10,740

Planning District 15's share of Virginia personal income (13.5%) was somewhat higher than its share of Virginia population (11.8%); the District's shares of Virginia taxable sales (15.2%) and of Virginia GAF sales (15.4%) were significantly above its share of Virginia population. The Planning District's taxable sales per capita (\$4,630) and GAF sales per capita (\$1,470) were measurably higher than the comparable figures for the State as a whole (\$3,600 and \$1,130). These data indicate that the Richmond Regional Planning District probably

attracts some sales dollars from areas outside District 15, and/or the residents of this District spent more for GAF-type merchandise and on other taxable items than did the average residents in many other areas of the State. This higher-than-average spending pattern presumably resulted from the higher per capita income in Planning District 15, \$10,740 compared with \$9,410 statewide.

The Richmond Standard Metropolitan Statistical Area, encompassing the same jurisdictions as the Richmond Regional Planning District, experienced both GAF and total taxable sales increases for 1980 over 1979 which were only slightly lower than those recorded for the State as a whole (+7.5% and +8.3% compared with +9.2% and +8.6%).

RICHMOND STANDARD METROPOLITAN STATISTICAL AREA
(Richmond city and Charles City, Chesterfield, Goochland,
Hanover, Henrico, New Kent, and Powhatan Counties)

Retail Sales Changes - 1980/1979

Source of Figures:	Virginia Department of Taxation		United States Census	Tayloe Murphy Institute
Coverage of Figures:	Taxable Sales	GAF ¹ Stores	Depart- ment Stores	Selected GAF ¹ Stores
January	*	NA	- 3.9%	+ 8.0%
February	*	NA	+19.6	+16.1
March	*	NA	- 3.4	- 3.2
1st Quarter	+10.7%	+10.4%	+ 2.6	+ 5.2
April	*	NA	- 0.3	- 2.2
May	*	NA	+ 2.9	- 2.2
June	*	NA	+ 0.1	- 3.1
2nd Quarter	+ 6.2	+ 6.1	+ 1.0	- 2.7
July	*	NA	+10.2	0.0
August	*	NA	+ 7.8	- 0.9
September	*	NA	+ 2.6	- 3.9
3rd Quarter	+10.3	+ 8.8	+ 6.8	- 1.9
October	*	NA	+11.0	+ 4.6
November	*	NA	+ 3.9	- 4.4
December	*	NA	+ 9.2	+ 4.2
4th Quarter	+ 6.4	+ 5.9	+ 8.0	+ 2.1
Year	+ 8.3	+ 7.5	+ 5.1	+ 1.2

¹ GAF = General merchandise, apparel, and furniture and appliances.

*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.

NA = Not available.

PLANNING DISTRICT 16 - RADCO

(Fredericksburg city

and Caroline, King George, Spotsylvania, and Stafford Counties)

Taxable Sales	\$370,426,000
GAF Sales	102,907,000
Population	118,700
Personal Income	\$935,000,000
Share of Virginia:	
Taxable Sales	1.9%
GAF Sales	1.7
Population	2.2
Personal Income	1.9
Taxable Sales per Capita	\$3,120
GAF Sales per Capita	870
Personal Income per Capita	7,880

Planning District 16's share of Virginia GAF sales (1.7%) was somewhat below the District's shares of Virginia taxable sales (1.9%) and of Virginia personal income (1.9%) and significantly lower than the District's share of Virginia population (2.2%). The Planning District's taxable sales per capita (\$3,120) and GAF sales per capita (\$870) were measurably lower than the comparable figures for the State as a whole (\$3,600 and \$1,130). These data indicate that the residents of the RADCO Planning District typically spent less for GAF-type merchandise

than did the average residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in the District, \$7,880 compared with \$9,410 statewide, and the residents of the RADCO Planning District had less expensive life styles than existed in many other areas of the State.

FREDERICKSBURG AREA

(Fredericksburg city and Spotsylvania and Stafford Counties)

Taxable Sales	\$328,238,000
GAF Sales	97,830,000
Population	90,200
Personal Income	\$716,000,000
Share of Virginia:	
Taxable Sales	1.7%
GAF Sales	1.6
Population	1.7
Personal Income	1.4
Taxable Sales per Capita	\$3,640
GAF Sales per Capita	1,080
Personal Income per Capita	7,940

The Fredericksburg area taxable sales per capita (\$3,640) was narrowly higher than was the corresponding figure for the State as a whole (\$3,600); Fredericksburg area GAF sales per capita (\$1,080) was slightly lower than the Virginia total (\$1,130); while personal income per capita (\$7,940) was measurably lower than the \$9,410 State figure. Both taxable sales per capita and GAF sales per capita for the Fredericksburg area (\$3,640 and \$1,080) were significantly higher than were the corresponding data for Planning District 16 (\$3,120 and

\$870); Fredericksburg area personal income per capita (\$7,940) was only marginally higher than for the total District (\$7,880). (The Fredericksburg area comprises about 90% of the sales of Planning District 16 and about three-fourths of the population and income of the District.) These data indicate that the Fredericksburg area probably attracts some sales dollars, especially for GAF-type merchandise, from other Counties of Planning District 16.

PLANNING DISTRICT 17 - NORTHERN NECK
(Lancaster, Northumberland, Richmond, and Westmoreland Counties)

Taxable Sales	\$112,413,000
GAF Sales	20,623,000
Population	41,000
Personal Income	\$314,600,000
Share of Virginia:	
Taxable Sales	0.6%
GAF Sales	0.3
Population	0.8
Personal Income	0.6
Taxable Sales per Capita	\$2,750
GAF Sales per Capita	500
Personal Income per Capita	7,670

Planning District 17's share of Virginia taxable sales (0.6%) and of Virginia personal income (0.6%) were significantly higher than the District's share of GAF sales (0.3%) and somewhat lower than its share of population (0.8%). The Planning District's taxable sales per capita (\$2,750) and GAF sales per capita (\$500) were measurably lower than the comparable figures for the State as a whole (\$3,600 and \$1,130). These data indicate that the residents of the Northern Neck Planning District may have outshopped, especially for GAF-type merchandise,

and also that the residents of the District typically spent less for GAF-type merchandise and for other taxable items than did the average residents in many of the other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 17, \$7,670 compared with \$9,410 statewide, and the residents of the Northern Neck Planning District had less expensive life styles than existed in many other areas of the State.

PLANNING DISTRICT 18 - MIDDLE PENINSULA
(Essex, Gloucester, King and Queen, King William, Mathews, and Middlesex Counties)

Taxable Sales	\$164,674,000
GAF Sales	36,031,000
Population	60,000
Personal Income	\$447,300,000
Share of Virginia:	
Taxable Sales	0.9%
GAF Sales	0.6
Population	1.1
Personal Income	0.9
Taxable Sales per Capita	\$2,750
GAF Sales per Capita	600
Personal Income per Capita	7,460

Planning District 18's shares of Virginia taxable sales (0.9%) and of Virginia personal income (0.9%) were somewhat higher than the District's share of GAF sales (0.6%) and significantly lower than its share of population (1.1%). The Planning District's taxable sales per capita (\$2,750) and GAF sales per capita (\$600) were measurably lower than the comparable figures for the State as a whole (\$3,600 and \$1,130). These data indicate that the residents of the Middle Peninsula Planning District may have outshopped, especially for GAF-type merchandise,

and also that the residents of the District typically spent less for GAF-type merchandise and for other taxable items than did the average residents in many of the other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 18, \$7,460 compared with \$9,410 statewide.

PLANNING DISTRICT 19 - CRATER

(Colonial Heights, Emporia, Hopewell, and Petersburg cities
and Dinwiddie, Greensville, Prince George, Surry, and Sussex Counties)

Taxable Sales	\$487,201,000
GAF Sales	140,098,000
Population	162,000
Personal Income	\$1,367,600,000

Share of Virginia:

Taxable Sales	2.5%
GAF Sales	2.3
Population	3.0
Personal Income	2.7

Taxable Sales per Capita	\$3,010
GAF Sales per Capita	870
Personal Income per Capita	8,440

Planning District 19's share of Virginia GAF sales (2.3%) was lower than the District's shares of Virginia taxable sales (2.5%) and of Virginia personal income (2.7%) and was measurably lower than the District's share of State population (3.0%). The Planning District's taxable sales per capita (\$3,010) and GAF sales per capita (\$870) were lower than the comparable figures for the State as a whole (\$3,600 and \$1,130). These data indicate that the residents of the Crater Planning District typically spent less for GAF-type merchandise and for other taxable

items than did the average residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita income in Planning District 19, \$8,440 compared with \$9,410 statewide, and the residents of the Crater Planning District had somewhat less expensive life styles than existed in many other areas of the State.

PETERSBURG-COLONIAL HEIGHTS-HOPEWELL STANDARD METROPOLITAN STATISTICAL AREA

(Colonial Heights, Hopewell, and Petersburg cities
and Dinwiddie and Prince George Counties)

Taxable Sales	\$400,677,000
GAF Sales	124,781,000
Population	129,300
Personal Income	\$1,139,400,000

Share of Virginia:

Taxable Sales	2.1%
GAF Sales	2.1
Population	2.4
Personal Income	2.3

Taxable Sales per Capita	\$3,100
GAF Sales per Capita	970
Personal Income per Capita	8,810

The Petersburg-Colonial Heights-Hopewell Standard Metropolitan Statistical Area recorded slightly higher GAF sales per capita (\$970), taxable sales per capita (\$3,100), and personal income per capita (\$8,810) than the corresponding figures for the total Planning District 19 (\$870, \$3,010, and \$8,440). (The Petersburg-Colonial Heights-Hopewell Standard Metropolitan Statistical Area includes over 80% of the District's sales, population, and income).

The Petersburg-Colonial Heights-Hopewell Standard Metropolitan Statistical Area experienced both total taxable sales and GAF changes for 1980 over 1979 which were poorer than those recorded for the State as a whole (+6.1% and +4.9% versus +8.6% and +9.2%).

PETERSBURG-COLONIAL HEIGHTS-HOPEWELL STANDARD METROPOLITAN STATISTICAL AREA
(Colonial Heights, Hopewell, and Petersburg cities
and Dinwiddie and Prince George Counties)

Retail Sales Changes - 1980/1979

Source of Figures:	Virginia Department of Taxation		Taylor Murphy Institute
Coverage of Figures:	Taxable Sales	GAF ¹ Stores	Selected GAF ¹ Stores
January	*	NA	+ 3.1%
February	*	NA	+ 9.5
March	*	NA	-11.2
1st Quarter	+ 6.1%	+ 7.5%	- 1.6
April	*	NA	- 3.4
May	*	NA	- 4.4
June	*	NA	- 4.3
2nd Quarter	+ 1.7	- 1.6	- 4.1
July	*	NA	- 0.8
August	*	NA	- 2.4
September	*	NA	- 7.2
3rd Quarter	+ 9.7	+12.0	- 3.9
October	*	NA	+ 4.3
November	*	NA	- 8.7
December	*	NA	+ 5.4
4th Quarter	+ 6.9	+ 3.5	+ 1.4
Year	+ 6.1	+ 4.9	- 1.5

¹ GAF = General merchandise, apparel, and furniture and appliances.

*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.

NA = Not available.

PLANNING DISTRICT 20 - SOUTHEASTERN VIRGINIA

(Chesapeake, Franklin, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities and Isle of Wight and Southampton Counties)

Taxable Sales	\$2,846,928,000
GAF Sales	901,703,000
Population	843,200
Personal Income	\$7,279,900,000

Share of Virginia:

Taxable Sales	14.8%
GAF Sales	14.9
Population	15.8
Personal Income	14.5

Taxable Sales per Capita	\$3,380
GAF Sales per Capita	1,070
Personal Income per Capita	8,630

Planning District 20's shares of Virginia taxable sales (14.8%), of Virginia GAF sales (14.9%), and of Virginia personal income (14.5%) were lower than was the District's share of Virginia population (15.8%). The Planning District's taxable sales per capita (\$3,380) and GAF sales per capita (\$1,070) were narrowly lower than were the comparable figures for the State as a whole (\$3,600 and \$1,130). These data suggest that the residents of the Southeastern Virginia Planning District typically spent about the same proportion of their income as

well as dollars per capita for GAF-type merchandise and on other taxable items as did the average residents across the State. This average spending pattern occurred even though Planning District 20 had slightly lower per capita personal income, \$8,630 compared with \$9,410, than for the total State.

NORFOLK-VIRGINIA BEACH-PORTSMOUTH STANDARD METROPOLITAN STATISTICAL AREA

(Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities; excludes North Carolina portion of this SMSA)

Taxable Sales	\$2,735,569,000
GAF Sales	879,122,000
Population	795,600
Personal Income	\$6,909,600,000

Share of Virginia:

Taxable Sales	14.2%
GAF Sales	14.6
Population	14.9
Personal Income	13.7

Taxable Sales per Capita	\$3,440
GAF Sales per Capita	1,100
Personal Income per Capita	8,680

The Norfolk-Virginia Beach-Portsmouth Standard Metropolitan Statistical Area recorded narrowly higher taxable sales per capita (\$3,440), GAF sales per capita (\$1,100), and personal income per capita (\$8,680) than the corresponding figures for Planning District 20. (The Norfolk-Virginia Beach-Portsmouth Standard Metropolitan Statistical Area includes 94% to 97% of the Planning District's sales, population, and income.)

The Norfolk-Virginia Beach-Portsmouth Standard Metropolitan Statis-

tical Area experienced both GAF and total taxable sales increases for 1980 over 1979 which were narrowly lower than those recorded for the State as a whole (+8.5% and +8.2% versus +9.2% and +8.6%).

NORFOLK-VIRGINIA BEACH-PORTSMOUTH STANDARD METROPOLITAN STATISTICAL AREA
(Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach cities;
excludes North Carolina portion of this SMSA)

Retail Sales Changes - 1980/1979

Source of Figures:	Virginia Department of Taxation		United States Census	Tayloe Murphy Institute
Coverage of Figures:	Taxable Sales	GAF ¹ Stores	Depart- ment Stores	Selected GAF ¹ Stores
January	*	NA	- 2.1%	+10.2%
February	*	NA	+ 6.7	-10.0
March	*	NA	- 1.2	- 9.3
1st Quarter	+ 7.2%	+ 7.7%	+ 1.8	- 3.9
April	*	NA	+ 5.8	- 4.9
May	*	NA	+11.1	+ 1.8
June	*	NA	+ 3.9	- 1.7
2nd Quarter	+ 7.6	+ 7.3	+ 7.0	- 1.7
July	*	NA	+ 9.3	- 5.2
August	*	NA	+ 8.7	- 5.5
September	*	NA	+ 5.6	- 8.1
3rd Quarter	+11.6	+ 7.8	+ 7.9	- 6.5
October	*	NA	+19.3	+ 1.3
November	*	NA	+13.0	- 0.8
December	*	NA	+14.3	+ 3.0
4th Quarter	+ 6.3	+10.6	+15.1	+ 1.6
Year	+ 8.2	+ 8.5	+ 9.1	- 2.1

¹GAF = General merchandise, apparel, and furniture and appliances.

*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.

NA = Not available.

PLANNING DISTRICT 21 - PENINSULA
(Hampton, Newport News, Poquoson, and Williamsburg cities
and James City and York Counties)

Taxable Sales	\$1,289,151,000
GAF Sales	392,669,000
Population	344,300
Personal Income	\$3,049,100,000
Share of Virginia:	
Taxable Sales	6.7%
GAF Sales	6.5
Population	6.4
Personal Income	6.1
Taxable Sales per Capita	\$3,740
GAF Sales per Capita	1,140
Personal Income per Capita	8,860

Planning District 21's shares of Virginia taxable sales (6.7%), of Virginia GAF sales (6.5%), and of Virginia population (6.4%) were measurably higher than the District's share of Virginia personal income (6.1%). The Planning District's taxable sales per capita (\$3,740) and GAF sales per capita (\$1,140) were not unlike the comparable figures for the State (\$3,600 and \$1,130) while the District's personal income per capita was lower than the State figures (\$8,860 versus \$9,410). These data indicate that the Peninsula Planning

District probably attracted some sales dollars from areas outside Planning District 21.

NEWPORT NEWS-HAMPTON STANDARD METROPOLITAN STATISTICAL AREA
(Hampton, Newport News, Poquoson, and Williamsburg cities
and Gloucester, James City, and York Counties)

Taxable Sales	\$1,346,407,000
GAF Sales	406,483,000
Population	364,400
Personal Income	\$3,204,200,000
Share of Virginia:	
Taxable Sales	7.0%
GAF Sales	6.7
Population	6.8
Personal Income	6.4
Taxable Sales per Capita	\$3,690
GAF Sales per Capita	1,120
Personal Income per Capita	8,790

The Newport News-Hampton Standard Metropolitan Statistical Area recorded taxable sales per capita (\$3,690), GAF sales per capita (\$1,120), and income per capita (\$8,790) which were essentially the same as those for Planning District 21 (\$3,740, \$1,140, and \$8,860). (The Newport News-Hampton Standard Metropolitan Statistical Area comprises all of Planning District 21 plus Gloucester County from Planning District 18.)

The Newport News-Hampton Standard Metropolitan Statistical Area experienced a GAF sales change for 1980 over 1979 which was poorer than that recorded for the State as a whole, while the taxable sales change for the SMSA was better than for the State.

NEWPORT NEWS-HAMPTON STANDARD METROPOLITAN STATISTICAL AREA
(Hampton, Newport News, Poquoson, and Williamsburg cities
and Gloucester, James City, and York Counties)

Retail Sales Changes - 1980/1979

Source of Figures:	Virginia Department of Taxation		United States Census	Tayloe Murphy Institute
Coverage of Figures:	Taxable Sales	GAF ¹ Stores	Depart- ment Stores	Selected GAF ¹ Stores
January	*	NA	- 0.6%	+ 2.1%
February	*	NA	+ 4.9	+ 1.2
March	*	NA	- 4.7	-11.0
1st Quarter	+ 6.7%	+ 6.4%	- 0.7	- 3.6
April	*	NA	+ 2.6	- 5.3
May	*	NA	+ 6.2	+ 3.1
June	*	NA	- 2.1	+ 1.1
2nd Quarter	+ 6.7	- 3.2	+ 2.2	- 0.4
July	*	NA	+ 4.6	+ 0.4
August	*	NA	+ 3.2	+ 2.8
September	*	NA	- 0.1	- 5.3
3rd Quarter	+22.1	+ 4.4	+ 2.6	- 1.3
October	*	NA	+10.4	+ 4.5
November	*	NA	+ 4.5	+ 1.5
December	*	NA	+ 1.4	+ 7.3
4th Quarter	+10.9	+ 9.1	+ 4.4	+ 5.1
Year	+11.8	+ 4.3	+ 2.4	+ 0.8

¹GAF = General merchandise, apparel, and furniture and appliances.

*These percentage changes have not been computed and are not included here because there appear to be limitations in the reliability of the sales data needed to compute the percentages.

NA = Not available.

PLANNING DISTRICT 22 - ACCOMACK-NORTHAMPTON
(Accomack and Northampton Counties)

Taxable Sales	\$127,085,000
GAF Sales	24,649,000
Population	45,900
Personal Income	\$332,900,000
Share of Virginia:	
Taxable Sales	0.7%
GAF Sales	0.4
Population	0.9
Personal Income	0.7
Taxable Sales per Capita	\$2,770
GAF Sales per Capita	540
Personal Income per Capita	7,250

Planning District 22's shares of Virginia taxable sales (0.7%) and of Virginia personal income (0.7%) were lower than the District's share of Virginia population (0.9%) but measurably above the District's share of Virginia GAF sales (0.4%). The Planning District's taxable sales per capita (\$2,770) and GAF sales per capita (\$540) were significantly below the comparable data for the State as a whole (\$3,600 and \$1,130). These data suggest that residents of the Accomack-Northampton Planning District typically spent less for GAF-type mer-

chandise and on other taxable items than did the average residents in many other areas of the State. This lower-than-average spending pattern presumably resulted from the lower per capita personal income in Planning District 22, \$7,250 compared with \$9,410 statewide, and the residents of the Accomack-Northampton Planning District had somewhat less expensive life styles than existed in many other areas of the State.

UNITED STATES

Retail Sales Changes - 1980/1979

Source of Figures:	United States Census					
	GAF ¹ Stores					
	Department Stores	General Merchandise	Apparel and Accessories	Furniture, Home Furnishings, and Equipment	Total GAF ¹	Total Retail ²
Coverage of Figures:						
January	+13.3%	+10.5%	+ 6.2%	+14.6%	+10.5%	+13.3%
February	+15.0	+13.0	+ 8.1	+15.2	+12.5	+16.3
March	+ 4.2	+ 3.4	+ 0.2	+ 4.1	+ 2.9	+ 6.1
1st Quarter	+10.2	+ 8.5	+ 4.5	+11.0	+ 8.2	+11.6
April	+ 4.0	+ 4.1	+ 2.8	+ 7.1	+ 4.4	+ 8.5
May	+ 8.1	+ 6.5	+ 6.6	+ 3.3	+ 5.9	+ 8.7
June	+ 1.4	+ 1.1	+ 0.9	- 3.8	+ 0.1	+ 2.2
2nd Quarter	+ 4.5	+ 3.9	+ 3.4	+ 2.0	+ 3.5	+ 6.4
July	+ 6.5	+ 6.4	+ 5.4	+ 3.8	+ 5.7	+ 8.6
August	+ 6.5	+ 4.4	+ 5.1	- 2.5	+ 3.2	+ 5.7
September	+ 3.5	+ 3.2	+ 4.2	+ 3.2	+ 3.4	+ 6.0
3rd Quarter	+ 5.5	+ 4.6	+ 4.9	+ 1.4	+ 4.0	+ 6.7
October	+ 8.3	+ 8.2	+ 8.3	+ 3.5	+ 7.3	+ 9.5
November	+ 3.7	+ 2.8	+ 4.4	+ 4.2	+ 3.3	+ 5.3
December	+ 7.4	+ 8.0	+ 6.9	+ 9.5	+ 8.0	+ 9.3
4th Quarter	+ 6.5	+ 6.5	+ 6.5	+ 6.0	+ 6.4	+ 8.1
Year	+ 6.4	+ 5.8	+ 5.0	+ 4.9	+ 5.5	+ 8.1

¹GAF = General merchandise, apparel, and furniture and appliances.

²Excluding auto sales, service stations, and liquor stores.

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1980

	1980 Dollar Sales (000)	Index of Change (1971 = 100)								
		1972	1973	1974	1975	1976	1977	1978	1979	1980
Total State Sales	\$ 19,273,173	111.5	126.2	146.2	151.0	165.9	185.8	208.8	223.6	242.9
Sales per Capita	\$3,600	109.4	122.8	140.9	142.7	155.0	171.4	188.9	201.4	214.5
Planning District 1 - Lenowisco										
Lee County	\$ 46,015	111.5	122.8	144.4	163.7	181.1	199.4	229.3	233.9	241.5
Scott County ²	40,573	108.6	118.4	132.8	142.4	150.3	161.8	180.1	195.4	218.9
Wise County	126,699	113.0	128.6	163.4	192.4	213.1	231.2	243.2	250.3	260.0
Norton	46,302	106.3	108.7	131.6	127.6	145.0	175.6	200.5	245.6	289.2
Total PD 1 Sales	\$ 259,589	110.9	122.6	149.3	167.9	185.1	204.0	222.6	236.6	253.7
Sales per Capita	\$2,610	106.6	116.5	141.3	157.0	166.1	176.0	190.8	208.5	223.4
Planning District 2 - Cumberland Plateau										
Buchanan County	\$ 106,327	104.0	111.7	141.0	177.8	197.8	209.4	224.7	239.5	283.0
Dickenson County	36,763	109.0	119.6	156.1	186.2	205.1	218.6	231.3	239.8	253.1
Russell County	53,622	111.7	115.0	135.2	166.2	184.7	214.2	228.6	234.8	250.3
Tazewell County	169,993	117.2	129.4	144.6	173.0	191.2	211.5	234.3	253.5	271.9
Total PD 2 Sales	\$ 366,705	111.8	121.2	143.4	174.7	193.4	212.1	230.3	245.5	269.6
Sales per Capita	\$2,620	108.3	114.9	137.2	163.6	177.7	189.3	193.5	207.7	223.6
Planning District 3 - Mount Rogers										
Scott County ²	\$ 40,573	108.6	118.4	132.8	142.4	150.3	161.8	180.1	195.4	218.9
Washington County ³	103,910	111.2	127.3	143.2	171.4	194.1	223.6	252.7	270.9	280.3
Bristol	135,116									
Bristol SMSA (Va. part)	\$ 279,599	110.7	125.7	141.4	166.2	186.3	212.6	239.8	257.5	269.3
Bland County	4,215	100.9	74.4	83.5	79.4	62.3	76.0	96.3	104.3	115.1
Carroll County	33,506	106.6	118.4	137.9	158.6	174.7	196.7	209.9	222.9	235.5
Grayson County	15,054	108.2	114.0	131.0	129.0	127.0	146.5	160.3	167.0	180.7
Smyth County	87,461	108.9	120.6	139.3	148.6	164.6	189.3	207.3	207.1	212.9
Wythe County	78,830	110.2	122.9	140.3	153.1	172.5	205.8	234.6	244.0	273.6
Galax	58,871	111.6	118.7	133.7	135.1	159.4	171.0	193.4	205.8	219.8
Total PD 3 Sales	\$ 516,963	110.0	122.2	138.9	155.5	174.5	200.1	224.3	236.0	248.3
Sales per Capita	\$2,850	107.6	119.1	135.1	149.6	166.4	188.6	207.6	216.5	223.1
Planning District 4 - New River Valley										
Floyd County	\$ 15,327	112.0	123.8	141.2	150.8	166.5	186.5	216.9	228.2	245.7
Giles County	47,076	108.5	122.7	139.1	146.1	167.0	186.0	202.6	213.9	236.3
Montgomery County	181,089	112.9	130.4	152.8	167.6	187.8	208.6	240.5	264.6	290.5
Pulaski County	100,184	118.0	136.6	167.8	170.7	195.6	228.3	252.7	255.0	262.2
Radford	28,213	113.4	116.5	123.6	127.5	130.0	133.4	147.9	140.8	151.0
Total PD 4 Sales	\$ 371,889	113.6	128.9	150.6	159.6	178.7	200.1	225.7	237.7	255.8
Sales per Capita	\$2,630	111.8	125.2	144.9	146.5	159.1	177.2	194.6	201.3	211.2

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1980 (cont.)

	1980 Dollar Sales (000)	Index of Change (1971 = 100)								
		1972	1973	1974	1975	1976	1977	1978	1979	1980
Planning District 5 - Fifth										
Botetourt County	\$ 37,223	113.9	113.9	148.9	155.0	164.0	200.4	215.0	227.0	254.1
Craig County	4,013	106.8	114.8	134.5	136.4	141.5	154.9	167.4	181.0	214.8
Roanoke County ⁴	245,331	103.9	136.0	172.4	183.2	133.0*	137.7	157.4	179.1	210.3
Roanoke ⁴	628,388	118.8	122.1	135.7	128.3	164.4*	186.8	208.5	217.3	224.3
Salem	154,995	114.9	131.8	159.0	161.5	187.4	230.3	261.9	294.6	277.4
Roanoke SMSA	\$ 1,069,950	114.4	127.1	148.0	146.8	159.2	180.1	202.3	217.3	228.0
Alleghany County	18,569	172.6	137.4	190.2	225.8	235.6	300.6	308.1	372.8	371.5
Clifton Forge	18,928	101.7	125.7	119.7	129.5	136.1	143.4	146.3	162.5	175.6
Covington	51,196	109.3	120.0	137.4	139.7	161.6	185.4	206.5	211.3	227.4
Total PD 5 Sales	\$ 1,158,643	114.5	126.8	147.4	146.9	159.6	180.7	202.2	217.2	228.3
Sales per Capita	\$4,580	112.3	124.1	141.8	141.8	152.7	174.6	196.4	206.3	212.0
Planning District 6 - Central Shenandoah										
Augusta County	\$ 117,488	110.4	132.0	151.5	142.1	161.7	183.3	212.4	237.5	247.0
Bath County	45,284	109.1	152.8	153.2	164.9	185.0	287.0	506.8	596.5	418.6
Highland County	4,169	107.3	122.3	141.0	149.8	160.9	189.5	235.4	281.5	250.4
Rockbridge County	37,032	102.0	119.9	134.4	156.7	238.1	261.7	292.1	301.4	307.0
Rockingham County	139,778	111.8	129.8	153.6	155.4	190.6	223.0	262.5	297.2	354.1
Buena Vista	17,056	110.7	122.4	140.2	135.0	144.9	156.3	167.2	175.4	187.9
Harrisonburg	152,654	111.8	126.0	142.2	155.1	161.4	179.8	199.8	220.4	222.6
Lexington	28,522	110.2	120.7	137.3	140.5	120.7	138.4	154.0	148.9	164.1
Staunton	104,283	112.8	117.3	135.1	134.8	144.5	158.7	170.0	173.4	185.3
Waynesboro	85,044	109.0	125.6	152.3	149.5	154.9	176.9	188.9	196.1	210.6
Total PD 6 Sales	\$ 731,310	110.8	126.1	144.9	147.5	162.3	185.7	214.1	232.5	241.1
Sales per Capita	\$3,510	108.6	121.5	140.5	139.9	152.2	171.8	196.9	214.5	219.9
Planning District 7 - Lord Fairfax										
Clarke County	\$ 18,990	99.8	106.5	122.0	128.2	145.3	160.5	189.1	205.9	209.0
Frederick County	82,775	110.9	134.8	172.7	174.0	212.2	238.3	258.3	285.2	312.9
Page County	47,320	104.2	118.5	134.1	144.2	152.2	171.4	187.2	185.9	208.6
Shenandoah County	77,468	106.5	123.5	145.3	149.7	166.8	187.6	213.3	221.0	243.2
Warren County	71,647	112.4	125.8	146.3	151.6	166.2	191.5	215.4	220.1	237.4
Winchester	160,121	106.6	123.6	139.8	140.6	149.6	168.6	189.0	189.9	203.1
Total PD 7 Sales	\$ 458,321	107.5	124.0	144.6	148.0	163.3	184.3	205.9	212.3	230.2
Sales per Capita	\$3,460	103.7	117.7	137.4	136.4	144.9	161.0	173.9	180.2	192.0

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1980 (cont.)

	1980 Dollar Sales (000)	Index of Change (1971 = 100)								
		1972	1973	1974	1975	1976	1977	1978	1979	1980
Planning District 8 - Northern Virginia										
Arlington County	\$ 680,433	104.1	107.1	119.9	121.1	129.3	141.7	157.3	167.4	188.3
Fairfax County	2,255,649	112.2	136.3	159.9	171.5	193.5	215.2	245.3	272.3	298.0
Loudoun County	244,065	122.3	148.4	186.5	196.2	222.4	252.7	288.3	339.3	387.4
Manassas ⁵	94,138	115.8	114.8	164.3	177.0	201.2	230.3	272.8	282.1	318.0
Manassas Park ⁵	9,373									
Prince William County ⁵	440,585									
Alexandria	577,062									
Fairfax	210,268	103.3	116.6	131.4	128.7	143.1	155.8	169.4	173.5	200.9
Falls Church	139,588	112.1	116.1	124.0	122.7	134.1	157.4	185.7	194.1	209.9
Washington SMSA (Va. part)	\$ 4,651,161	102.5	106.1	111.1	101.4	115.2	126.2	165.2	171.3	204.0
Total PD 8 Sales	\$ 4,651,161	109.5	126.3	144.9	150.7	168.1	187.2	213.4	230.7	257.2
Sales per Capita	\$4,210	109.5	126.3	144.9	150.7	168.1	187.2	213.4	230.7	257.2
		108.2	121.4	135.7	139.8	155.1	169.9	189.8	208.8	217.1
Planning District 9 - Rappahannock-Rapidan										
Culpeper County	\$ 77,811	110.0	128.4	153.3	159.1	174.4	199.8	222.6	244.9	255.6
Fauquier County	99,489	114.0	135.0	153.6	156.7	175.8	206.2	235.9	250.5	271.3
Madison County	20,180	114.2	123.3	149.5	146.4	158.1	172.2	202.2	226.3	252.2
Orange County	47,569	108.5	125.8	149.3	148.4	165.1	180.0	205.0	215.9	233.8
Rappahannock County	6,872	114.2	141.3	160.3	166.1	180.7	196.3	215.3	228.4	243.3
Total PD 9 Sales	\$ 251,921	111.6	130.3	152.5	155.2	171.9	195.7	221.9	238.8	256.3
Sales per Capita	\$2,720	108.8	124.3	146.3	142.7	155.2	171.3	186.7	197.1	205.5
Planning District 10 - Thomas Jefferson										
Albemarle County	\$ 164,870	120.6	141.2	169.6	193.2	232.9	285.6	307.3	329.1	457.4
Fluvanna County	11,130	110.0	121.2	140.6	153.5	162.0	179.8	209.3	214.5	239.3
Greene County	9,437	114.6	131.5	162.3	177.7	199.7	224.7	274.8	328.7	360.7
Louisa County	32,061	107.6	148.8	163.8	176.5	207.5	234.4	244.7	267.9	284.7
Nelson County	17,436	109.9	112.6	145.3	160.3	187.7	207.6	266.4	277.3	302.0
Charlottesville	261,157	110.1	123.5	142.5	140.8	149.8	166.2	188.1	198.8	198.6
Total PD 10 Sales	\$ 496,091	112.0	128.0	149.2	154.1	170.9	195.0	217.8	231.7	258.6
Sales per Capita	\$3,450	110.2	123.4	138.9	138.9	150.3	167.1	185.1	193.8	210.9
Planning District 11 - Central Virginia										
Amherst County	\$ 66,640	110.5	125.8	171.6	174.9	188.4	219.3	297.6	328.3	316.2
Appomattox County	26,279	113.2	133.9	163.0	170.2	189.1	214.6	240.8	276.9	285.4
Campbell County ⁶	91,749	118.4	138.9	169.7	166.9	144.5	162.8	181.5	204.2	218.2
Lynchburg ⁶	389,291	112.0	123.7	140.4	132.2	155.1*	173.2	186.9	202.4	214.6
Lynchburg SMSA ⁶	\$ 573,959	113.0	126.8	148.7	142.9	157.3*	176.9	197.2	215.9	226.2
Bedford County ⁶	36,390	120.6	134.2	150.3	155.7	169.3*	183.2	224.1	252.6	282.4
Bedford	35,965	99.6	113.5	135.9	141.0	169.8	181.3	200.3	228.1	240.3
Total PD 11 Sales	\$ 646,314	112.6	126.4	148.1	143.4	158.5	177.4	198.5	218.2	229.5
Sales per Capita	\$3,330	110.0	120.6	141.8	134.7	146.5	161.2	177.6	194.3	201.0

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1980 (cont.)

	1980 Dollar Sales (000)	Index of Change (1971 = 100)								
		1972	1973	1974	1975	1976	1977	1978	1979	1980
Planning District 12 - West Piedmont										
Franklin County	\$ 64,127	123.5	137.8	155.4	160.3	181.9	198.3	215.6	211.5	223.1
Henry County	138,096	131.2	143.7	158.1	151.2	173.4	190.1	198.3	216.9	227.8
Patrick County	23,096	107.6	117.2	132.0	131.5	149.0	161.7	185.3	191.8	208.5
Pittsylvania County	76,093	113.8	128.8	155.7	150.7	173.3	191.9	210.9	218.3	214.8
Danville	244,534	109.9	123.5	141.3	137.6	148.1	163.1	180.1	187.5	209.3
Martinsville	109,741	111.6	120.9	130.9	126.6	139.5	157.5	177.3	181.0	183.8
Total PD 12 Sales	\$ 655,687	116.0	128.6	145.2	141.5	157.4	173.7	190.0	197.8	209.9
Sales per Capita	\$2,720	114.0	125.9	142.7	135.7	150.4	165.0	180.3	185.4	193.7
Planning District 13 - Southside										
Brunswick County	\$ 26,139	110.9	128.3	148.2	137.7	154.0	167.6	191.9	192.1	193.7
Halifax County	45,597	117.3	130.0	152.9	146.2	178.5	199.9	206.3	209.6	217.7
Mecklenburg County	93,414	136.6	139.3	156.2	159.7	173.6	193.0	212.1	223.8	231.7
South Boston	42,149	109.5	124.6	146.9	156.0	162.4	176.5	204.4	214.0	242.2
Total PD 13 Sales	\$ 207,299	123.3	132.8	152.5	152.7	169.7	187.8	206.4	214.0	224.9
Sales per Capita	\$2,510	121.4	128.6	154.5	152.7	171.4	186.6	204.5	215.6	227.2
Planning District 14 - Piedmont										
Amelia County	\$ 14,288	107.3	119.8	144.3	151.3	171.2	205.2	227.0	252.0	251.9
Buckingham County	15,897	111.1	125.9	152.5	158.5	171.7	201.1	215.2	221.0	228.0
Charlotte County	18,603	117.8	133.8	158.5	165.7	185.6	204.1	227.4	230.1	238.2
Cumberland County	8,891	116.0	126.6	143.2	144.9	159.6	174.2	202.2	210.9	213.4
Lunenburg County	22,215	111.2	126.7	141.1	153.7	168.0	178.9	204.3	211.2	221.6
Nottoway County	37,876	106.3	117.4	143.1	151.4	161.6	168.0	185.5	189.8	207.4
Prince Edward County	58,523	112.9	118.1	150.5	150.9	170.5	182.3	189.0	220.6	240.2
Total PD 14 Sales	\$ 176,293	111.2	121.9	147.7	153.3	169.2	183.6	199.9	214.9	228.1
Sales per Capita	\$2,110	110.0	120.0	147.0	149.0	161.0	174.0	187.9	201.6	212.9
Planning District 15 - Richmond Regional										
Charles City County	\$ 3,172	99.7	120.3	148.2	127.1	116.1	145.6	161.5	188.6	185.8
Chesterfield County	454,000	137.7	199.1	263.0	294.8	357.0	424.5	540.0	618.8	716.1
Goochland County	22,266	118.0	134.9	158.7	163.2	161.3	190.9	254.1	312.0	337.7
Hanover County	193,192	122.9	154.1	195.5	232.5	240.0	290.7	356.1	430.2	466.4
Henrico County	995,984	114.6	128.9	148.9	161.1	186.0	204.6	223.4	240.2	269.6
New Kent County ⁷	12,261	104.9	114.6	134.7	144.9	171.1	193.9	226.1	259.3	251.5
Powhatan County	11,524	115.8	146.2	165.1	178.9	201.2	222.3	274.5	312.9	290.1
Richmond	1,234,710	106.2	116.6	134.0	126.1	127.5	140.1	155.2	165.3	170.6
Richmond SMSA	\$ 2,927,109	111.1	126.1	147.6	149.6	161.6	180.5	204.1	222.5	240.9
Total PD 15 Sales	\$ 2,927,109	111.1	126.1	147.6	149.6	161.6	180.5	204.1	222.5	240.9
Sales per Capita	\$4,630	109.5	123.4	143.7	141.9	152.3	166.7	182.5	198.0	211.6

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1980 (cont.)

	1980 Dollar Sales (000)	Index of Change (1971 = 100)								
		1972	1973	1974	1975	1976	1977	1978	1979	1980
Planning District 16 - RADCO										
Caroline County	\$ 26,665	105.5	121.6	150.2	171.8	188.4	201.5	220.8	250.2	269.5
King George County	15,523	106.8	124.5	158.7	171.7	186.4	206.8	229.1	246.7	286.3
Spotsylvania County	131,395	130.3	164.4	220.8	271.3	314.3	363.4	429.5	477.2	553.0
Stafford County	65,898	110.0	131.0	161.2	156.0	196.2	242.3	310.9	329.2	343.7
Fredericksburg	130,945	108.9	122.7	136.0	138.1	152.0	173.0	181.8	183.3	197.6
Total PD 16 Sales	\$ 370,426	112.8	131.9	158.2	170.4	194.2	223.8	254.2	270.0	297.5
Sales per Capita	\$3,120	108.7	123.6	143.5	145.3	156.5	173.9	177.6	187.8	201.8
Planning District 17 - Northern Neck										
Lancaster County	\$ 43,516	110.1	123.2	143.3	155.1	169.6	182.7	209.7	218.5	258.5
Northumberland County	15,986	115.6	127.8	152.3	150.7	157.4	170.8	188.4	200.5	214.2
Richmond County	24,837	100.7	117.9	147.1	147.1	155.9	175.1	221.3	205.4	231.3
Westmoreland County	28,074	108.9	122.9	139.8	143.1	148.2	168.6	185.1	195.8	198.0
Total PD 17 Sales	\$ 112,413	108.6	122.7	144.5	149.2	158.6	175.2	202.0	206.4	228.4
Sales per Capita	\$2,750	106.0	118.8	142.9	143.6	151.9	165.4	185.7	191.8	211.3
Planning District 18 - Middle Peninsula										
Essex County	\$ 43,348	113.7	133.4	164.1	198.9	216.1	238.2	267.8	285.7	296.5
Gloucester County	57,256	112.5	135.1	167.8	184.4	198.5	238.4	282.0	323.7	364.9
King and Queen County	3,601	103.6	105.1	123.7	125.5	141.7	161.4	200.3	220.5	238.6
King William County	25,230	108.0	131.5	136.5	150.5	161.7	163.9	180.6	191.3	224.6
Mathews County	15,159	114.3	125.2	139.3	150.9	162.2	176.6	197.6	211.4	215.4
Middlesex County	20,080	108.1	126.2	141.4	144.8	155.4	167.9	193.2	216.2	231.2
Total PD 18 Sales	\$ 164,674	111.3	130.7	152.5	170.1	183.7	204.3	233.7	256.8	280.2
Sales per Capita	\$2,750	109.7	125.0	145.2	154.0	162.9	179.0	196.7	212.0	225.2
Planning District 19 - Crater										
Dinwiddie County	\$ 30,212	100.3	118.0	150.1	167.2	226.5	254.9	294.2	322.4	342.5
Prince George County	27,227	83.2	96.3	99.1	106.6	96.8	96.8	125.5	151.2	157.2
Colonial Heights	57,970	119.0	140.3	162.8	174.6	177.0	198.6	227.2	238.3	254.6
Hopewell	78,483	108.8	120.5	142.1	148.2	172.1	189.6	195.9	192.4	199.0
Petersburg	206,785	116.7	126.5	143.0	147.9	163.1	172.0	185.9	184.2	197.4
Petersburg-Colonial Heights-Hopewell SMSA	\$ 400,677	111.6	123.8	141.5	148.3	163.5	175.8	192.3	195.6	207.5
Greensville County	19,872	101.7	125.9	132.7	121.3	126.4	180.4	197.7	245.9	223.8
Surry County	8,007	104.6	102.4	121.1	141.5	142.6	154.8	282.4	477.5	270.1
Sussex County	23,813	105.3	114.7	135.9	135.8	141.2	154.2	179.8	193.5	212.0
Emporia	34,832	111.3	120.8	145.0	154.5	172.9	173.4	189.9	205.5	204.6
Total PD 19 Sales	\$ 487,201	110.8	123.0	140.5	147.0	161.5	174.5	193.0	201.9	208.9
Sales per Capita	\$3,010	110.3	123.4	142.1	151.7	166.2	175.9	195.2	201.9	207.9

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1980 (cont.)

	1980 Dollar Sales (000)	Index of Change (1971 = 100)								
		1972	1973	1974	1975	1976	1977	1978	1979	1980
Planning District 20 - Southeastern Virginia										
Chesapeake	\$ 275,790	114.2	137.9	167.4	175.2	191.7	226.2	274.6	291.4	317.6
Norfolk	1,146,756	107.7	117.3	133.4	131.3	139.1	154.6	165.0	178.9	189.9
Portsmouth	327,129	108.2	118.4	138.8	139.0	149.2	164.1	181.5	186.4	197.2
Suffolk	117,772	113.0	130.1	142.2	146.0	163.3	172.7	186.9	191.6	203.5
Virginia Beach	868,122	118.4	143.3	174.0	186.7	207.8	250.2	287.5	304.8	340.9
Norfolk-Virginia Beach-Portsmouth SMSA (Va. part)	\$ 2,735,569	110.9	125.3	146.0	148.4	160.6	183.0	203.1	216.3	234.0
Isle of Wight County	58,462	110.3	137.0	157.5	176.1	191.8	230.3	254.9	305.1	337.4
Southampton County	19,661	107.5	119.9	141.9	141.8	152.9	163.7	183.7	185.4	202.6
Franklin	33,236	106.6	107.0	127.1	133.8	148.8	165.3	178.7	180.1	188.8
Total PD 20 Sales	\$ 2,846,928	110.8	125.2	145.8	148.6	160.8	183.2	203.3	216.7	234.6
Sales per Capita	\$3,380	110.1	125.9	145.6	142.4	153.2	174.1	186.8	199.4	215.3
Planning District 21 - Peninsula										
Gloucester County ⁸	\$ 57,256	112.5	135.1	167.8	184.4	198.5	238.4	282.0	323.7	364.8
James City County	118,900	119.2	145.8	179.6	266.3	358.4	362.1	430.2	474.9	618.1
York County	78,386	121.4	139.8	146.3	165.3	190.4	207.1	244.4	303.5	352.6
Poquoson ⁹	6,048									
Hampton	501,905	111.2	126.6	150.8	163.5	183.7	207.9	236.2	242.8	261.6
Newport News	430,887	118.8	126.1	136.7	135.3	135.6	149.2	162.6	170.6	191.2
Williamsburg	153,025	114.4	125.5	139.5	171.6	186.3	191.8	222.1	217.7	238.6
Newport News-Hampton SMSA	\$ 1,346,407	115.5	127.8	144.9	157.0	170.9	187.8	212.4	223.0	249.2
Total PD 21 Sales	\$ 1,289,151	115.6	127.6	144.2	156.2	170.1	186.3	210.3	220.0	245.8
Sales per Capita	\$3,740	114.6	126.2	139.6	151.2	162.2	176.2	195.8	194.7	230.1
Planning District 22 - Accomack-Norhampton										
Accomack County	\$ 78,325	111.3	126.1	149.3	167.8	181.4	195.9	225.5	233.4	254.1
Norhampton County	48,760	108.0	129.6	160.2	151.1	159.1	174.9	181.9	201.2	239.7
Total PD 22 Sales	\$ 127,085	110.0	127.5	153.7	161.1	172.5	187.6	208.2	220.5	248.4
Sales per Capita	\$2,770	111.0	127.1	150.0	155.9	161.0	175.4	190.7	204.5	233.3

TAXABLE SALES FOR VIRGINIA CITIES AND COUNTIES: 1980 (cont.)

*Because of changes in jurisdictional boundaries, these data are not comparable with those shown for previous years.

¹GAF = General merchandise, apparel, and furniture and appliances.

²Scott County, which is in Planning District 1, is part of the Bristol SMSA; the major part of the Bristol SMSA, however, is in Planning District 3.

³The city of Bristol annexed part of Washington County, effective January 1, 1974; therefore, sales trends are not available for these separate areas.

⁴Roanoke annexed a portion of Roanoke County in 1976; therefore, sales trends are not comparable for these areas after 1975.

⁵Manassas and Manassas Park were formed from parts of Prince William County in 1975.

⁶Lynchburg annexed portions of Bedford and Campbell Counties in 1976; therefore, sales trends are not comparable for these areas nor for the Lynchburg SMSA after 1975.

⁷New Kent County became part of the Richmond SMSA, effective Summer 1976; however, for data comparability it has been included in the Richmond SMSA for the entire period shown here.

⁸Gloucester County, which is in Planning District 18, is part of the Newport News-Hampton SMSA; the major part of the Newport News-Hampton SMSA, however, is in Planning District 21.

⁹The city of Poquoson was incorporated from York County, effective July 1, 1975; therefore, comparisons of sales data are not available for these separate areas.

Sources: *Taxable Sales in Virginia Counties and Cities, Based on Retail Sales Tax Revenues*, Commonwealth of Virginia, Department of Taxation, Richmond, Virginia.

GAF¹ STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1980

	1980 Dollar Sales (000)	Index of Change (1971 = 100)								
		1972	1973	1974	1975	1976	1977	1978	1979	1980
Total State Sales	\$ 6,036,245	110.3	125.4	142.2	142.4	156.4	175.4	196.6	203.7	223.0
Sales per Capita	\$1,130	109.3	122.3	138.7	137.1	148.4	165.3	180.8	186.2	197.2
Planning District 1 - Lenowisco										
Lee County	\$ 8,358	107.4	117.0	146.2	120.4	125.1	140.0	163.0	168.7	169.8
Scott County ²	5,060	106.6	112.1	111.9	96.4	106.6	105.5	114.4	113.0	113.4
Wise County	25,228	127.7	159.6	193.1	182.1	197.7	212.7	221.4	217.6	216.1
Norton	17,877	102.0	99.8	122.7	127.2	127.3	146.6	190.6	243.0	345.7
Total PD 1 Sales	\$ 56,523	115.2	131.7	156.6	145.1	154.7	167.8	186.3	195.8	215.5
Sales per Capita	\$570	114.1	128.4	152.5	140.5	144.2	150.5	163.9	173.9	189.7
Planning District 2 - Cumberland Plateau										
Buchanan County	\$ 28,523	104.9	112.5	137.8	155.6	167.7	179.7	183.3	191.0	213.8
Dickenson County	7,609	107.8	116.1	156.0	164.5	164.2	166.1	166.0	171.1	183.3
Russell County	16,112	121.6	138.4	169.7	165.8	183.7	207.2	225.2	233.5	250.0
Tazewell County	42,508	131.9	135.5	149.1	171.4	183.4	195.9	205.1	228.7	253.1
Total PD 2 Sales	\$ 94,752	119.0	126.4	149.3	164.6	176.4	189.3	197.1	211.1	232.6
Sales per Capita	\$680	116.2	122.8	145.0	164.7	167.5	173.8	171.0	182.5	192.7
Planning District 3 - Mount Rogers										
Scott County ²	\$ 5,060	106.6	112.1	111.9	96.4	106.6	105.5	114.4	113.0	113.4
Washington County ³	23,416	105.1	115.6	126.7	188.8	232.7	259.7	305.9	314.2	348.1
Bristol	54,139									
Bristol SMSA (Va. part)	\$ 82,615	105.4	115.0	124.3	173.4	211.7	234.0	273.9	280.5	308.9
Bland County	247	99.3	100.5	102.7	76.1	14.2	34.9	24.1	69.2	59.2
Carroll County	9,970	102.1	128.0	141.9	136.4	154.5	170.7	187.9	193.7	212.9
Grayson County	1,673	105.4	109.8	97.7	40.8	39.8	50.4	50.0	45.3	50.3
Smyth County	22,290	114.2	123.4	137.8	132.3	146.6	175.3	185.8	183.9	192.2
Wythe County	19,333	112.0	125.0	138.9	125.7	147.6	188.9	221.6	220.5	268.8
Galax	18,381	105.6	104.0	113.5	114.9	135.0	155.1	171.9	174.3	179.7
Total PD 3 Sales	\$ 149,449	107.5	116.8	127.5	144.4	170.6	196.7	224.0	227.6	250.2
Sales per Capita	\$830	107.4	120.5	126.2	142.6	166.9	191.3	213.1	215.9	225.4
Planning District 4 - New River Valley										
Floyd County	\$ 2,799	108.0	114.6	137.2	106.2	98.1	111.5	118.4	112.4	123.7
Giles County	8,365	106.9	118.6	129.1	114.7	135.9	147.7	162.5	165.1	159.1
Montgomery County	54,103	111.6	126.3	143.0	161.5	184.0	197.4	225.4	243.7	267.0
Pulaski County	30,083	116.1	134.7	153.5	149.6	176.6	227.7	256.6	264.8	267.1
Radford	7,747	104.7	116.9	138.7	129.2	121.8	110.4	115.1	101.9	114.7
Total PD 4 Sales	\$ 103,097	110.9	125.5	143.0	145.7	163.3	182.1	204.3	212.4	225.1
Sales per Capita	\$730	110.0	120.7	137.5	136.7	148.5	163.3	181.1	186.2	186.1

GAF¹ STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1980 (cont.)

	1980 Dollar Sales (000)	Index of Change (1971 = 100)								
		1972	1973	1974	1975	1976	1977	1978	1979	1980
Planning District 5 - Fifth										
Botetourt County	\$ 3,612	100.8	108.1	107.3	108.4	103.7	107.9	118.2	112.2	119.0
Craig County	630	96.0	70.5	110.1	100.8	101.3	108.8	90.3	65.6	277.5
Roanoke County ⁴	94,132	73.7	106.2	143.9	163.7	116.0*	120.4	138.8	142.5	200.7
Roanoke ⁴	203,706	135.4	142.1	147.5	138.7	179.1*	212.5	236.7	250.0	230.8
Salem	31,973	128.8	164.1	180.3	191.3	236.1	323.8	299.2	325.8	405.3
Roanoke SMSA	\$ 334,053	114.5	130.9	147.2	148.9	160.3	186.7	206.1	216.4	228.3
Alleghany County	1,220	136.7	160.7	548.5	437.0	159.0	171.2	154.4	169.8	203.3
Clifton Forge	4,160	103.5	160.0	105.6	101.0	110.8	110.2	116.8	120.1	117.4
Covington	19,027	108.3	110.7	120.3	125.7	163.3	221.4	242.4	249.9	251.6
Total PD 5 Sales	\$ 358,460	114.0	130.7	146.5	147.8	159.3	186.5	205.5	215.6	226.8
Sales per Capita	\$1,420	113.5	128.3	143.9	145.5	155.2	184.5	203.9	212.9	210.9
Planning District 6 - Central Shenandoah										
Augusta County	\$ 22,997	105.3	137.4	162.4	140.1	185.4	194.2	194.8	249.5	209.1
Bath County	2,866	110.4	147.5	137.0	124.7	133.7	142.9	162.2	169.0	159.0
Highland County	728	113.1	128.2	145.1	113.1	113.1	135.1	128.6	150.7	138.7
Rockbridge County	2,564	89.2	79.1	65.6	60.1	71.5	87.2	108.9	164.1	112.6
Rockingham County	30,639	110.4	123.9	132.3	108.9	135.9	190.1	261.4	299.3	443.0
Buena Vista	3,569	106.7	120.1	130.0	101.6	120.2	128.4	126.6	128.9	119.5
Harrisonburg	51,393	108.1	115.4	129.2	138.3	140.0	152.8	169.3	195.1	178.1
Lexington	10,912	107.6	113.7	119.7	110.0	111.9	122.4	138.7	128.2	148.0
Staunton	36,232	114.4	107.2	123.0	121.1	132.0	141.3	167.2	153.2	178.7
Waynesboro	28,387	109.8	124.2	133.5	130.2	129.7	157.7	174.9	167.4	191.5
Total PD 6 Sales	\$ 190,287	109.0	118.0	130.6	126.0	137.0	153.6	173.9	187.1	196.5
Sales per Capita	\$910	107.3	115.7	128.0	121.8	131.2	145.1	162.8	176.5	179.1
Planning District 7 - Lord Fairfax										
Clarke County	\$ 3,372	101.3	90.2	111.3	112.5	133.8	144.9	255.2	293.2	297.1
Frederick County	16,455	101.2	133.8	173.8	178.1	259.5	249.6	243.6	315.3	276.0
Page County	10,704	93.7	93.9	110.3	106.1	112.8	124.5	134.7	132.7	150.4
Shenandoah County	12,967	99.8	113.5	121.7	115.0	136.6	160.7	191.2	194.1	215.3
Warren County	19,214	118.7	124.3	137.0	134.6	153.0	186.1	206.0	206.4	217.9
Winchester	60,924	108.5	120.8	129.6	133.7	135.2	151.8	182.8	171.8	194.5
Total PD 7 Sales	\$ 123,636	106.5	118.1	131.6	132.7	147.5	164.0	188.8	191.1	204.8
Sales per Capita	\$930	105.0	115.0	128.2	126.9	135.9	148.4	164.9	166.7	170.9

GAF¹ STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1980 (cont.)

	1980 Dollar Sales (000)	Index of Change (1971 = 100)								
		1972	1973	1974	1975	1976	1977	1978	1979	1980
Planning District 8 - Northern Virginia										
Arlington County	\$ 198,867	98.8	95.8	104.8	101.7	103.6	114.4	129.0	127.7	148.6
Fairfax County	901,693	108.8	142.3	169.3	176.8	199.1	216.6	246.9	261.5	297.7
Loudoun County	51,188	115.5	151.2	205.3	207.7	252.0	275.0	310.8	350.6	399.0
Manassas ⁵	40,590	122.8	155.7	170.2	184.4	210.8	239.1	274.2	292.6	316.3
Manassas Park ⁵	1,962									
Prince William County ⁵	128,261									
Alexandria	226,306									
Fairfax	98,550	114.2	102.9	109.3	126.9	135.5	160.5	225.0	261.5	284.7
Falls Church	74,733	96.2	132.4	145.3	148.3	169.1	177.0	273.8	264.2	343.6
Washington SMSA (Va. part)	\$1,722,150	106.6	126.8	147.1	151.1	166.8	181.9	208.5	217.0	247.5
Total PD 8 Sales	\$1,722,150	106.6	126.8	147.1	151.1	166.8	181.9	208.5	217.0	247.5
Sales per Capita	\$1,560	103.8	121.1	140.1	141.8	155.8	166.2	187.6	194.4	208.8
Planning District 9 - Rappahannock-Rapidan										
Culpeper County	\$ 23,624	110.5	136.1	161.8	159.6	183.0	199.7	224.7	242.0	253.4
Fauquier County	17,321	109.8	135.3	152.5	129.3	129.6	145.1	160.5	170.5	193.0
Madison County	2,623	103.7	89.5	100.6	51.1	50.8	55.5	64.8	75.2	88.3
Orange County	10,083	106.8	124.5	132.9	118.2	127.1	142.8	160.8	169.6	177.1
Rappahannock County	2,472	127.9	163.7	181.7	160.3	178.7	191.5	184.4	187.7	197.3
Total PD 9 Sales	\$ 56,123	109.6	129.8	147.5	130.2	140.6	155.3	172.8	175.9	199.0
Sales per Capita	\$610	107.6	125.8	142.9	122.9	130.3	139.5	150.0	160.5	159.4
Planning District 10 - Thomas Jefferson										
Albemarle County	\$ 55,670	114.4	140.1	184.5	237.7	307.8	461.8	482.1	514.4	1,255.0
Fluvanna County	1,385	121.1	136.2	156.2	79.8	73.7	71.4	70.9	79.7	97.5
Greene County	1,192	81.6	85.8	102.6	69.9	63.7	65.6	83.4	89.1	93.2
Louisa County	4,988	111.5	133.2	187.9	165.1	163.6	193.6	214.7	243.5	228.0
Nelson County	4,585	-	99.1	107.2	67.7	140.7	177.8	271.0	288.6	316.6
Charlottesville	92,472	110.8	125.8	139.2	135.1	151.2	170.0	196.3	201.4	173.0
Total PD 10 Sales	\$ 160,292	113.7	125.9	142.9	138.9	158.7	186.9	213.5	221.6	249.6
Sales per Capita	\$1,110	111.7	118.4	134.5	127.6	142.5	164.2	184.2	191.6	203.7
Planning District 11 - Central Virginia										
Amherst County	\$ 14,292	115.8	130.6	150.0	152.5	171.9	243.7	336.5	364.8	382.4
Appomattox County	4,529	105.2	128.8	153.8	128.6	148.7	187.9	220.6	289.2	233.9
Campbell County ⁶	21,445	120.4	135.6	153.4	153.2	153.5	183.9	199.3	220.4	232.9
Lynchburg ⁶	138,472	106.8	123.7	132.8	129.5	144.0*	162.2	175.2	182.6	201.9
Lynchburg SMSA ⁶	\$ 178,738	108.7	125.4	136.3	133.1	146.4*	168.9	186.1	197.3	214.1
Bedford County ⁶	5,597	167.6	165.5	183.9	154.1	112.7*	121.3	179.3	192.6	245.7
Bedford	8,717	93.8	115.6	112.6	108.3	129.3	132.1	143.7	163.5	180.3
Total PD 11 Sales	\$ 195,052	109.4	125.9	136.3	132.3	144.6	165.7	183.8	195.6	213.1
Sales per Capita	\$990	106.8	122.9	133.0	127.4	137.3	153.8	168.9	180.2	186.5

GAF¹ STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1980 (cont.)

	1980 Dollar Sales (000)	Index of Change (1971 = 100)								
		1972	1973	1974	1975	1976	1977	1978	1979	1980
Planning District 12 - West Piedmont										
Franklin County	\$ 14,147	115.1	125.6	138.2	125.7	139.7	144.7	161.5	168.0	195.3
Henry County	18,811	117.1	120.5	122.4	116.0	129.0	138.3	148.1	171.4	140.1
Patrick County	5,696	103.4	116.6	139.6	105.6	117.6	126.5	147.9	143.8	159.7
Pittsylvania County	13,855	110.0	123.2	158.8	106.1	111.0	139.5	156.2	173.5	164.4
Danville	83,699	109.7	124.7	136.1	128.9	141.9	154.1	165.2	164.9	178.0
Martinsville	48,290	119.5	140.9	140.9	118.7	128.6	142.1	153.0	150.6	178.2
Total PD 12 Sales	\$ 184,498	113.3	129.0	137.7	121.9	133.5	146.4	158.5	162.3	172.8
Sales per Capita	\$770	113.1	126.3	135.8	119.2	129.8	141.7	154.2	158.4	159.5
Planning District 13 - Southside										
Brunswick County	\$ 4,678	108.4	117.5	143.0	100.0	114.2	123.1	131.6	135.5	121.9
Halifax County	9,785	117.5	133.9	137.9	88.7	130.0	147.6	141.3	155.1	150.5
Mecklenburg County	19,801	123.3	145.6	140.1	127.3	140.1	152.2	168.2	174.6	179.8
South Boston	16,675	120.9	128.6	150.4	151.6	147.5	153.7	179.4	182.5	208.7
Total PD 13 Sales	\$ 50,939	119.4	134.7	142.8	121.8	136.5	147.8	160.5	167.2	173.6
Sales per Capita	\$620	117.3	135.5	143.8	123.6	139.5	147.7	161.9	167.6	175.2
Planning District 14 - Piedmont										
Amelia County	\$ 2,933	110.1	139.6	173.7	132.8	133.1	148.3	177.1	184.5	187.9
Buckingham County	1,755	110.0	116.7	116.9	59.2	71.3	73.2	80.9	77.2	74.8
Charlotte County	2,577	110.5	120.0	121.5	68.4	73.8	82.4	96.6	95.8	103.3
Cumberland County	2,046	108.3	119.7	117.1	68.1	74.9	77.0	92.9	95.0	88.1
Lunenburg County	4,468	109.1	114.3	129.3	115.3	120.5	132.3	161.9	156.2	146.6
Nottoway County	8,378	111.7	121.0	143.3	145.2	171.6	182.5	202.4	199.2	197.9
Prince Edward County	20,395	117.2	102.4	137.1	125.8	140.2	150.6	157.7	183.7	198.5
Total PD 14 Sales	\$ 42,552	112.9	113.5	134.3	111.6	124.3	133.6	148.2	157.4	161.9
Sales per Capita	\$510	112.5	112.2	132.6	109.5	119.6	127.6	139.5	148.4	151.1
Planning District 15 - Richmond Regional										
Charles City County	\$ 172	181.0	217.0	215.5	53.4	21.2	22.2	34.3	31.8	42.4
Chesterfield County	169,448	244.3	556.3	765.6	793.9	999.7	1,252.2	1,671.7	1,917.4	2,200.1
Goochland County	2,357	114.5	130.1	146.6	76.3	78.4	87.8	88.3	130.6	126.9
Hanover County	24,925	112.1	147.2	186.4	225.3	79.7	236.7	297.8	397.0	443.4
Henrico County	379,128	115.0	127.2	140.9	153.1	181.3	207.8	229.2	230.6	266.6
New Kent County ⁷	1,349	109.9	122.7	148.8	54.4	130.2	137.6	165.3	204.6	175.4
Powhatan County	664	104.8	119.8	145.3	112.1	87.7	119.5	143.2	148.4	138.0
Richmond	353,712	104.8	119.8	145.3	110.1	114.3	124.0	133.2	139.1	135.1
Richmond SMSA	\$ 931,755	110.5	125.5	141.1	140.9	153.9	174.5	196.1	206.3	221.4
Total PD 15 Sales	\$ 931,755	110.5	125.5	141.1	140.9	153.9	174.5	196.1	206.3	221.4
Sales per Capita	\$1,470	109.9	122.7	138.1	135.7	147.0	163.6	178.2	187.5	194.5

GAF¹ STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1980 (cont.)

	1980 Dollar Sales (000)	Index of Change (1971 = 100)								
		1972	1973	1974	1975	1976	1977	1978	1979	1980
Planning District 16 - RADCO										
Caroline County	\$ 2,128	109.4	133.4	125.3	74.3	70.1	68.7	88.2	112.0	99.1
King George County	2,949	98.8	122.8	154.4	151.4	176.1	197.7	232.1	238.8	262.6
Spotsylvania County	48,107	133.4	160.3	223.1	238.7	275.2	294.6	396.5	456.8	641.6
Stafford County	2,354	97.9	107.4	114.2	113.1	126.3	173.7	182.7	202.6	204.9
Fredericksburg	47,369	109.6	120.9	133.2	132.7	143.0	161.3	174.5	163.0	170.8
Total PD 16 Sales	\$ 102,907	113.4	128.7	149.8	149.5	164.5	182.9	213.6	218.9	259.5
Sales per Capita	\$870	110.3	119.3	138.7	132.5	137.9	148.1	156.2	160.3	175.9
Planning District 17 - Northern Neck										
Lancaster County	\$ 7,831	112.7	119.8	135.5	124.0	134.8	145.5	160.9	170.6	189.6
Northumberland County	1,439	103.9	94.0	96.4	95.7	97.0	97.8	98.3	107.0	110.7
Richmond County	7,929	107.6	124.8	152.9	115.5	152.5	198.0	226.1	214.3	224.4
Westmoreland County	3,424	106.0	122.8	146.0	133.4	132.6	132.8	145.2	149.6	144.6
Total PD 17 Sales	\$ 20,623	108.7	119.0	138.7	120.1	135.5	153.7	170.8	172.5	182.0
Sales per Capita	\$500	108.0	118.4	137.8	118.4	132.8	147.2	160.6	164.0	168.4
Planning District 18 - Middle Peninsula										
Essex County	\$ 11,709	110.0	116.4	157.1	208.7	202.2	255.3	266.8	281.2	282.6
Gloucester County	13,814	113.1	132.6	181.4	174.6	161.6	234.7	266.4	286.4	332.5
King and Queen County	463	110.9	120.3	100.0	38.3	30.5	34.0	69.3	125.4	117.5
King William County	4,597	115.9	129.0	138.3	90.0	97.6	99.5	112.1	120.4	125.1
Mathews County	2,481	113.9	115.1	131.5	89.2	97.0	107.3	127.7	137.5	131.1
Middlesex County	2,967	108.8	116.1	127.6	106.2	125.6	146.1	158.8	176.3	178.0
Total PD 18 Sales	\$ 36,031	112.5	123.5	151.6	143.3	142.7	179.5	198.3	213.6	226.1
Sales per Capita	\$600	109.7	116.7	143.0	131.8	129.1	160.6	169.8	181.9	182.0
Planning District 19 - Crater										
Dinwiddie County	\$ 1,944	103.9	114.1	132.7	51.6	77.6	116.1	115.3	110.3	105.9
Prince George County	1,211	108.8	120.0	120.6	88.0	39.8	40.6	44.1	50.3	36.4
Colonial Heights	18,775	143.0	188.8	198.8	176.3	169.9	214.0	240.3	253.3	254.6
Hopewell	22,029	102.9	105.9	125.4	128.9	146.0	164.5	174.4	173.5	184.9
Petersburg	80,822	112.8	121.9	138.2	136.4	156.2	158.8	165.3	156.4	166.5
Petersburg-Colonial Heights-Hopewell SMSA	\$ 124,781	113.8	125.7	141.3	134.9	148.6	158.8	167.5	162.8	170.9
Greensville County	840	101.8	145.1	243.2	187.0	136.2	322.5	394.1	74.5	151.4
Surry County	442	109.1	120.2	136.3	62.2	45.0	44.8	45.5	51.0	46.0
Sussex County	3,334	105.3	110.8	122.9	72.9	81.7	80.6	90.4	82.4	79.0
Emporia	10,701	111.8	115.6	134.5	132.5	156.5	152.5	161.7	195.8	184.9
Total PD 19 Sales	\$ 140,098	113.1	124.3	140.5	131.1	144.5	154.3	163.4	159.3	165.7
Sales per Capita	\$870	113.9	126.7	143.9	135.7	149.2	156.5	166.0	162.2	165.1

GAF¹ STORE SALES FOR VIRGINIA CITIES AND COUNTIES: 1980 (cont.)

	1980 Dollar Sales (000)	Index of Change (1971 = 100)								
		1972	1973	1974	1975	1976	1977	1978	1979	1980
Planning District 20 - Southeastern Virginia										
Chesapeake	\$ 41,553	120.9	143.5	166.5	167.5	181.6	192.6	227.3	262.3	292.3
Norfolk	393,640	109.3	115.7	125.4	125.1	135.3	153.4	164.6	173.2	184.3
Portsmouth	117,411	91.9	110.1	142.6	133.0	146.2	161.2	180.1	172.2	187.2
Suffolk	33,481	93.4	115.4	131.3	131.9	156.7	165.3	179.8	174.9	181.1
Virginia Beach	293,037	115.7	145.7	172.8	181.2	201.4	249.1	280.7	281.5	313.6
Norfolk-Virginia Beach-Portsmouth SMSA										
(Va. part)	\$ 879,122	110.4	124.2	140.8	141.2	155.0	178.8	196.9	201.4	218.4
Isle of Wight County	9,141	112.8	155.8	199.2	217.4	195.6	229.8	257.8	267.6	279.6
Southampton County	3,644	106.4	119.7	133.2	107.4	120.2	121.1	140.5	124.1	142.7
Franklin	9,796	111.0	111.7	130.2	133.3	168.5	154.3	162.6	168.5	163.1
Total PD 20 Sales	\$ 901,703	110.4	124.3	141.0	141.4	154.9	178.4	196.4	200.7	217.6
Sales per Capita	\$1,070	111.8	122.6	139.1	136.6	148.6	172.0	181.3	186.9	199.9
Planning District 21 - Peninsula										
Gloucester County ⁸	\$ 13,814	113.1	132.6	181.4	174.6	161.6	234.7	266.4	286.4	332.5
James City County	8,255	130.6	150.7	155.8	185.6	-	294.8	356.3	349.9	378.1
York County	17,471	111.7	137.5	149.1	157.4	194.0	215.4	243.4	276.0	305.4
Poquoson ⁹	1,529									
Hampton	231,091	113.0	129.1	165.9	195.1	239.0	285.2	326.3	313.6	335.1
Newport News	105,235	113.7	119.5	119.9	108.4	89.0	97.4	104.0	109.4	121.0
Williamsburg	29,088	115.4	120.9	135.3	151.2	157.9	165.8	187.8	194.0	202.9
Newport News-Hampton SMSA	\$ 406,483	113.7	124.5	141.3	148.6	161.0	183.1	205.9	205.6	222.3
Total PD 21 Sales	\$ 392,669	113.7	124.3	140.4	148.0	161.0	181.9	204.5	203.7	219.7
Sales per Capita	\$1,140	113.4	121.5	137.0	144.6	155.0	173.0	191.4	191.2	205.8
Planning District 22 - Accomack-Northampton										
Accomack County	\$ 17,911	107.6	116.3	153.7	164.3	178.1	186.7	219.2	222.9	241.9
Northampton County	6,738	117.8	115.4	128.9	105.8	123.3	133.4	141.7	125.1	146.7
Total PD 22 Sales	\$ 24,649	111.5	116.0	144.2	141.7	157.1	166.3	189.6	185.6	205.5
Sales per Capita	\$540	110.4	111.9	139.2	136.7	145.7	154.7	172.6	169.0	193.2

See page 44 for footnotes.

Source: Unpublished data from the Virginia Department of Taxation.

APPENDIX

Background

In early 1971, the Tayloe Murphy Institute initiated a retail sales figure exchange for the Richmond Standard Metropolitan Statistical Area. In 1971, 1972, and 1973 the Charlottesville area and the Roanoke, Norfolk-Virginia Beach-Portsmouth (Virginia part), Newport News-Hampton, Lynchburg, Petersburg-Colonial Heights-Hopewell, and Northern Virginia part of the Washington, D.C., SMSA's were added. Thus all Virginia SMSA's were included in the Tayloe Murphy Institute project, with the exception of Bristol, which is part of an SMSA composed primarily of Tennessee localities. Also a few firms participated which were not located in any of the eight Virginia metropolitan areas.

The Tayloe Murphy Institute project was patterned after a data collection performed by the various Federal Reserve Banks for many years until the mid-1960's. The Banks gathered, collated, and disseminated weekly and monthly sales data from department stores in the major cities and their suburbs as part of their accumulation of economic indicators. This work was discontinued because it was deemed that the quality of the samples was poor and the Federal Reserve determined that the cost to improve the quality was greater than the resulting data would be worth to them.

In the mid-1960's, interested groups in a few cities assumed responsibility for the operation of the FRB projects. In certain cities, the project was continued in the format developed by the FRB. In other cities, the format was altered to better suit the needs of the participants. One city which followed this latter procedure was Washington, D.C., under the direction of a working committee within the Retail Bureau of The Metropolitan Washington Board of Trade.

The Washington project, initiated in January 1966, added specialty stores of all types (mens, womens, childrens, shoes, furniture, home furnishings, jewelry, gifts, and so forth) to the conventional department stores covered by the Federal Reserve Banks, as well as department stores in a broader definition of the term, i.e., mass merchandisers, variety stores, discount stores, as well as conventional department stores. Sales figures from individual firms in these classifications are gathered on a weekly basis; the totals for the week, for downtown and suburban areas, are computed and returned to the participants. The figures from the individual firms are kept completely confidential by the public accounting firm which handles the project.

The Tayloe Murphy Institute project was similar to the Washington project. The Tayloe Murphy Institute, like the Washington Board of Trade, held all individual store data completely confidential and distributed total sales data only to the participating firms. However, the Tayloe Murphy Institute decided to discontinue the data collection at the end of 1980, for reasons similar to those stated by the Federal Reserve fifteen years earlier.

The Virginia Department of Taxation taxable sales data comprised sales information from its quarterly publication, *Taxable Sales in Virginia Counties and Cities, Based on Retail Sales Tax Revenues*; the GAF data were calculated from sales information specially tabulated for the Tayloe Murphy Institute.

The Department of Taxation taxable sales are the published sales in all stores of the type, based on payments of Virginia sales tax revenues. The figures may include some periodic variations as a result of irregular timing of filing of returns by businesses. Untimely filing also can cause the retailers to not avail themselves of the 3% dealer compensation allowed; however, in calculating total sales, it was assumed that the dealer compensation had been allowed for all reported data.

Included in GAF were stores of the following types: apparel, furniture, home furnishings, and equipment; department stores; dry goods, variety stores, fabric and yarn, trading stamp redemption stores; hardware, paint, wallpaper, and glass; other general merchandise; books, stationery and paper products, printing, office supplies, business forms; gifts and novelties; jewelry, luggage, and leather goods; sporting goods, photographic supplies, hobby shops; et cetera.

Included in taxable sales were GAF, plus all other taxable items and services: automotive (excluding automobiles); food; drugstores; lumber, building materials, and supplies; fuel; machinery, equipment, and supplies; hotels, motels, and tourist camps; and other miscellaneous. Excluded were sales of motor vehicle fuels; motor homes, and travel trailers; alcoholic beverages; and prescription drugs.

The "Sales per Capita" data were calculated from the Commonwealth of Virginia taxable sales data and population data from the U.S. Bureau of the Census.

The population data are from the *Advance Reports, 1980 Census of Population and Housing*, U.S. Department of Commerce, Bureau of the Census.

The "Income per Capita" data were calculated from population and income data prepared by the Tayloe Murphy Institute.

Income data are published annually by the Tayloe Murphy Institute; the latest publication is *Personal Income Estimates for Virginia Counties and Cities; 1973 to 1978* by John L. Knapp and David C. Hodge.

Income estimates for 1980 were computed by using the 1978 personal income estimates and inflating them to 1980 by using data from *Consumer Price Indicators for Virginia Metropolitan Areas, 1980* by Eleanor G. May, Tayloe Murphy Institute.

Data Sources and Definitions

The GAF sales data identified "Tayloe Murphy Institute" are based on information from the Tayloe Murphy Institute, The Colgate Darden Graduate School of Business Administration, University of Virginia, Charlottesville, Virginia.

The Tayloe Murphy Institute data comprised sales information from GAF (general merchandise, apparel, and furniture and home furnishings) stores, plus non-prescription sales of drugstores, which reported their sales to the Tayloe Murphy Institute. Inclusion of a store's sales in the series was voluntary on the part of the management of the store; therefore, the figures may not have been typical of the sales of all stores in the area. Stores of two types were underrepresented: (1) small stores whose records were not adaptable to a figure exchange and (2) members of some national chains which have corporate policies against participating in voluntary exchanges.

The Tayloe Murphy Institute data for the state of Virginia as a whole were computed from data collected for the eight metropolitan areas. The Tayloe Murphy Institute indexes for each area were weighted by the annual GAF sales, for that area, as reported by the Virginia Department of Taxation. Thus the sales and trends of the other areas (rural and other metropolitan) of the State were not included in the Tayloe Murphy Institute Virginia data. The areas excluded, however, represented only about one-fourth of the State's total sales.

The Department Store, GAF, and Total Retail sales data identified "United States Census" are based on information from the United States Department of Commerce, Bureau of the Census, Washington, D.C.

All the Census data were calculated from data from various issues of the *Retail Sales Series*, published by the Bureau of the Census. Total retail includes all GAF; food; eating and drinking places; building materials, hardware, garden supply, and mobile home dealers; drug and proprietary. Excluded from the Census data (to make the United States data more comparable with the Commonwealth of Virginia data) were sales of automobiles, gasoline, and liquor.

GAF included all general merchandise (including department stores), apparel, and furniture and appliance sales. General merchandise included department stores and all sales made by mail-order but excluded non-stores (vending machines and door-to-door sellers). Apparel included all stores classified as apparel and accessories, e.g. womens ready to wear, millinery, corsets, furriers, mens and boys clothing and furnishings, family clothing, shoes, and childrens and infants wear. Furniture and appliances included stores selling furniture, floor coverings, china, glassware, appliances, radio and TV, and records and musical instruments.

Department stores included sales in all department stores, including sales made by mail-order catalog desks located within department stores of mail-order firms.

The GAF and Taxable Sales data identified "Virginia Department of Taxation" are based on information from the Commonwealth of Virginia, Department of Taxation, Richmond, Virginia.